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Giving USA

The Annual Report on Philanthropy
for the Year 1988

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the AAFRC Trust
for Philanthropy

Giving USA

The Annual Report on Philanthropy
for the Year 1988

1989 Edition
(34th Annual
Issue)

Joanne Hayes
Publisher

Nathan Weber
Editor

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The AAFRC Trust for Philanthropy, a foundation established by the American Association of Fund-Raising Counsel in 1985, endeavors to advance research and education in philanthropy, and to increase public recognition of philanthropy for its pervasive and beneficial influence in shaping the life and character of the nation.

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Readers will discover several innovations in this edition of *Giving USA*, the 34th annual report on American philanthropy.

First, historical tables are presentin two formats: one showing the amount of giving in current dollars, or dollars as we generally know them, the other in constant dollars, or dollars adjusted for inflation. In addition, new charts show how these two dollar values relate to each other, that is, how inflation has affected giving each year since 1955.

Economists have long known that inflation does not rise and fall uniformly. Rather, it increases and decreases at different rates for different economic sectors and subsectors. Thus, inflation is higher in the service sector than in the goods-producing sector; likewise, it is higher among health services than, for example, arts services.

Since nonprofit organizations that receive philanthropic donations basically provide services in a broad array of fields, *Giving USA* uses the service sector inflation rate — technically, the GNP Implicit Price Deflator for Services. This is a fairly strict measure; its use reflects the desire of authors and advisors to employ the most rigorous possible standards of measurement.

A second change pertains to significant revisions in the estimates of giving to health and to education, back to 1955. The revisions are based on excellent research performed by the Commission on Private Philanthropy and Public Needs, commonly referred to as the Filer Commission after its Chairman, John H. Filer. The Commission's work was completed in the late 1970's, and its research volumes were published by the U.S. Department of the Treasury.

A third change pertains to the arts: for the first time, contributions to art museums are reported.

Finally, data is presented on hundreds of foundations and nonprofit organizations in the health, human services, and public/society benefit fields.

Credit for these improvements rightly belongs to a number of people who selflessly gave their assistance and ideas. Among them are Cameron Gordon, a PhD candidate in economics at the City University of New York, for demonstrating the basic principles of the relationship between current and constant dollars; Murray Weitzman of Independent Sector for explaining the components of different measures of inflation; and the members of the Advisory Council on Methodology for invaluable critique of methodology, text, and thousands of facts and figures. (Any errors, to be sure, are the sole responsibility of the editor.)

To Joanne Hayes, the newly appointed CEO and President of the AAFRC Trust for Philanthropy and its parent, the American Association of Fund-Raising Counsel, appreciation is

given not only for her general support and encouragement, but for contributing her wide knowledge of both the foundation and nonprofit communities, in which she has held leadership positions for the past two decades.

Thanks also to the staff of both organizations, including Georgette Temple for assuming an ever-growing burden of research, fact-checking, and computerization of the data — not to mention her burgeoning responsibilities connected with the Trust's programs; Betsy Bush, Director of Government Affairs, for researching and writing more and more of the newsletter *Giving USA Update*, and for her insights and assistance in too many ways to list; Victoria Chang, for computer instruction and for gently explaining to the editor, again and again, that he would benefit more by paying attention to the messages on the video screen than by damning all the programs that "don't work"; and Dorothy Lovaglio, for handling the mounting administrative duties.

Finally — perhaps most importantly — appreciation is owed to Maurice G. Gurin, whose tour as Chairman of the Trust will be completed prior to next year's edition. It is no exaggeration to say that were it not for Mr. Gurin's leadership — especially in the core function of program innovation and development — neither *Giving USA* nor the Trust itself would have earned the reputation it now enjoys.

Nathan Weber
Editor

Philanthropic giving in 1988 achieved an historic high: it pierced the $100 billion mark. Americans last year contributed an estimated $104.37 billion.

The magnitude of this total giving is perhaps best appreciated when it is compared to measures of economic activity.

It is almost *three quarters* of the personal savings that they put aside for their own future and the future of their families (which was $144.3 billion).

It was *almost exactly* the same amount of money that U.S. corporations distributed to their shareholders in the form of dividends that year (which was $104.5 billion).

And it was *well above* the amount of money the federal government spent in 1988 on purchases of non-defense goods and services (which was $82.6 billion).

The $104.37 billion that Americans gave in 1988 represented an increase of 6.7 percent over the amount they gave in 1987. That's *higher* than the inflation rate for the service sector of our economy, which was about 4.78 percent — itself higher than the inflation rate for the overall economy (which was 3.4 percent).

In fact, the 6.7 percent increase in total giving from 1987 to 1988 is fairly close to the increase in the rate Americans spent on all the personal goods and services they purchased between those two years (which was 7.1 percent).

Considering individual donations alone, Americans increased their giving by 7.36 percent. Thus, as individuals, they gave their money at a higher rate than they spent it on themselves (7.1 percent).

However, while all types of donors increased their contributions, only individuals outpaced inflation. Foundations, corporations, and bequests — which together contributed about 17 percent of total gifts in 1988 — lagged slightly behind inflation.

Nor did all recipients fare equally well. Giving to education was down slightly by 0.61 percent (due, in the opinion of the Council for Aid to Education, to the stock market and the Tax Reform Act of 1986).

Giving to the arts was up by about 8 percent, including *cash* contributions to art museums, but donations of *works of art* were down.

Overall, the nation's philanthropic causes benefitted appreciably in 1988. As was true in previous years, neither a decline in the stock market nor a decrease in tax incentives prevented Americans from generously supporting the philanthropic causes they believe contribute importantly to the life and character of the nation.

Maurice G. Gurin
Chairman
AAFRC Trust for Philanthropy

George A. Brakeley III
Chairman
American Association of Fund Raising Counsel

Philanthropy in 1988

1988 Philanthropy

The Growth of Philanthropy, 1955–1988

Sources of Contributions

Uses of Contributions

State of the Philanthropic Sector, 1988

Total Giving: $104.37 Billion

Sources of Contributions

($ in Billions)

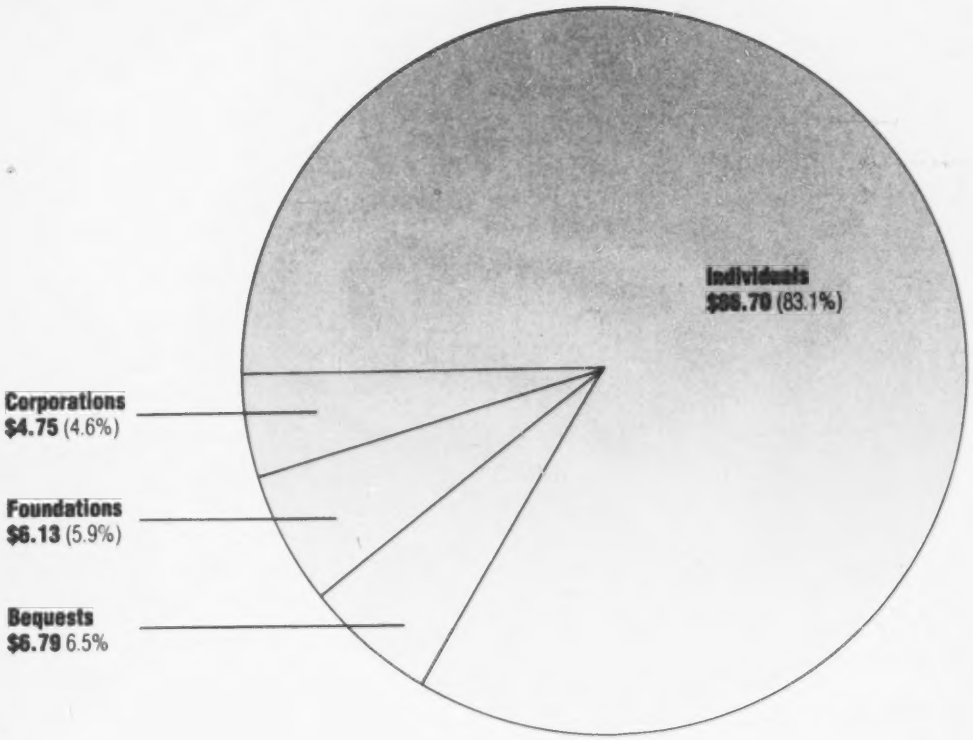


Table 1A: Comparison of 1988 Estimates to Revised 1987 Estimates ($ in Billions)

	Original 1987	Revised 1987	1988	% Change 1987–88
Sources of Contributions				
Individuals	$76.82	$80.76	$86.70	7.36%
Bequests	5.98	6.58	6.79	3.19
Foundations	6.38	5.88	6.13	4.32*
Corporations	4.50	4.60	4.75	3.26
	$93.68	$97.82	$104.37	6.70

*Before rounding

Uses of Contributions

($ in Billions)

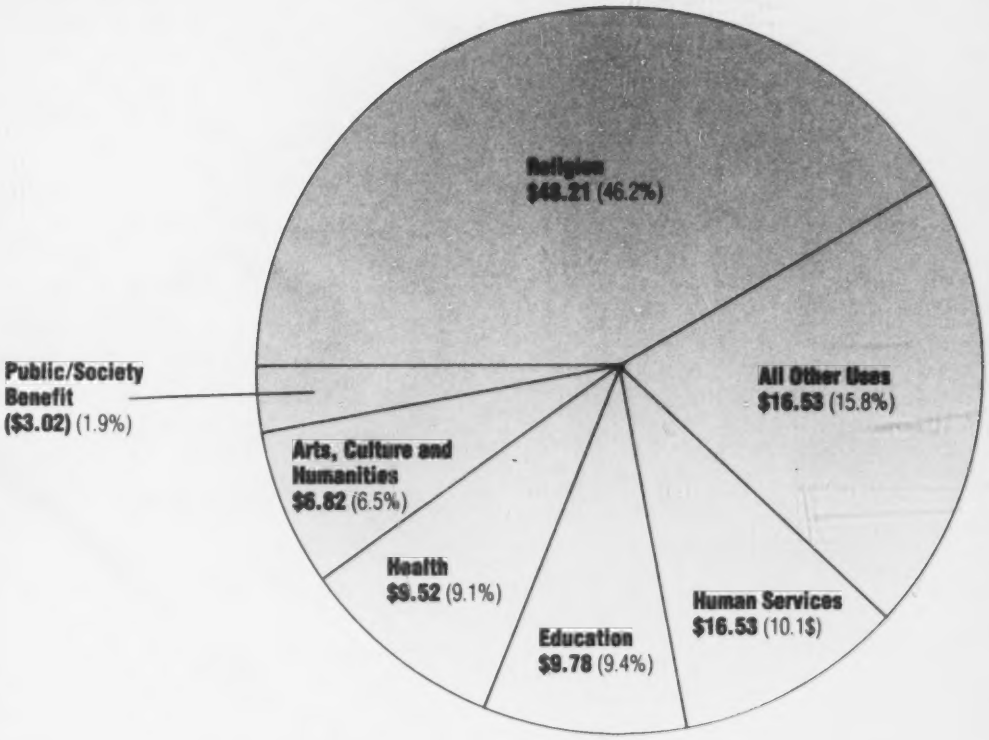
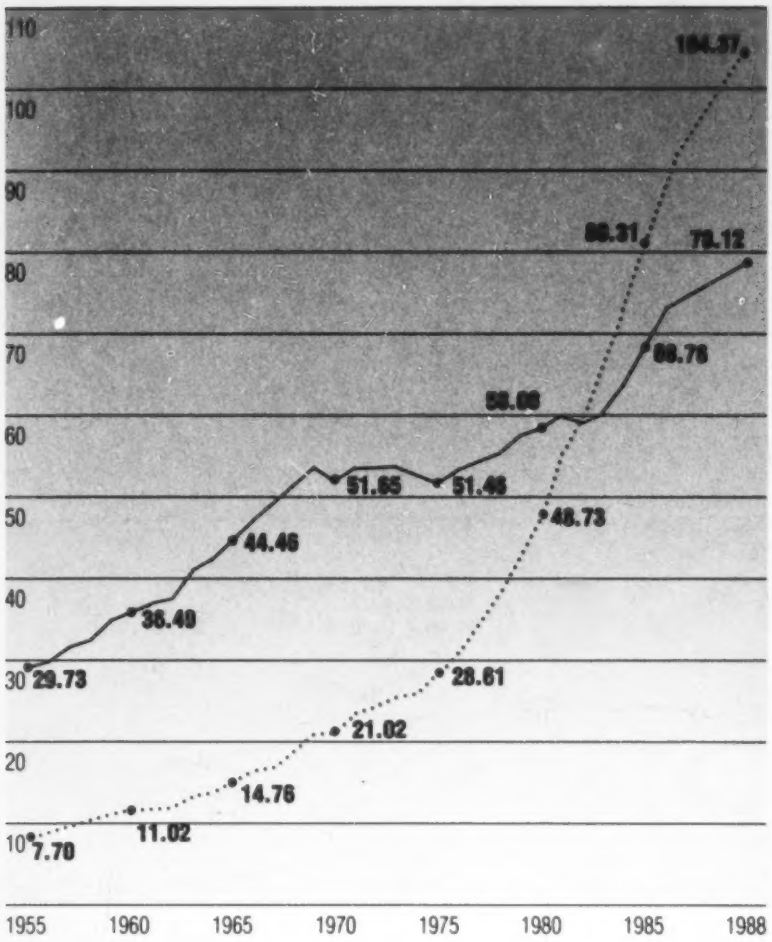


Table 1B: Comparison of 1988 Estimates to Revised 1987 Estimates ($ in Billions)

	Original 1987	Revised 1987	1988	% Change 1987–88
Uses of Contributions				
Religion	$43.61	$44.54	$48.21	8.24
Education	10.84	9.84	9.78	-0.61
Health	13.65	9.22	9.52	3.25
Human Services	9.84	9.84	10.49	6.61
Arts, Culture, Humanities	6.41	6.31	6.82	8.08
Public/Society Benefit	2.60	2.70	3.02	11.85
All Other Uses	6.89	15.37	16.53	7.55
	$93.68	$97.82	$104.37	6.70

Total Giving
1955–1988
(Current $ vs.
Inflation-Adjusted $)

($ in Billions)



.....**Current $**

_____ **Constant $**

(1982 = 100)

Table 2: The Growth of Philanthropy 1955–1988 ($ in Billions, Current Dollars)

	Total Giving	Percent Change	GNP	Giving as % of GNP
1955	$ 7.70		$ 405.9	1.90
1956	8.29	7.66	428.2	1.94
1957	9.26	11.70	451.0	2.05
1958	9.50	2.59	456.8	2.08
1959	10.38	9.26	495.8	2.09
1960	11.02	6.17	515.3	2.14
1961	11.56	4.90	533.8	2.17
1962	11.89	2.85	574.6	2.07
1963	13.22	11.19	606.9	2.18
1964	13.70	3.63	649.8	2.11
1965	14.76	7.74	705.1	2.09
1966	15.81	7.11	772.0	2.05
1967	17.04	7.78	816.4	2.09
1968	18.96	11.27	892.7	2.12
1969	20.74	9.39	963.9	2.15
1970	21.02	1.35	1,015.5	2.07
1971	23.46	11.61	1,102.7	2.13
1972	24.48	4.35	1,212.8	2.02
1973	25.71	5.02	1,359.3	1.89
1974	26.98	4.94	1,472.8	1.83
1975	28.61	6.04	1,598.4	1.79
1976	32.01	11.88	1,782.8	1.80
1977	35.46	10.78	1,990.5	1.78
1978	38.95	9.84	2,249.7	1.73
1979	43.36	11.32	2,508.2	1.73
1980	48.73	12.38	2,732.0	1.78
1981	55.58	14.06	3,052.6	1.82
1982	59.80	7.59	3,166.0	1.89
1983	64.65	8.11	3,405.7	1.90
1984	70.55	9.13	3,772.2	1.87
1985	80.31	13.83	4,014.9	2.00
1986	91.92	14.46	4,240.3	2.17
1987	97.82	6.42	4,526.7	2.16
1988	104.37	6.70	4,864.3	2.15

Table 3: Giving by Source: 1955–1988 ($ in Billions, Current Dollars)

	Total	% Change	Corporations	% Change	Foundations	% Change	Bequests	% Change	Individuals	% Change
1955	$ 7.70	—	$ 0.415	—	$ 0.30	—	$ 0.24	—	$ 6.75	—
1956	8.29	7.66%	0.418	0.72%	0.31	1.67%	0.24	0.84%	7.33	8.59%
1957	9.26	11.69%	0.419	0.24%	0.50	64.59%	0.45	88.28%	7.89	7.64%
1958	9.50	2.59%	0.395	−5.73%	0.51	0.60%	0.45	0.22%	8.15	3.30%
1959	10.38	9.21%	0.482	22.03%	0.70	39.01%	0.51	13.53%	8.68	6.50%
1960	11.02	6.23%	0.482	0.00%	0.71	1.14%	0.67	30.86%	9.16	5.53%
1961	11.56	4.92%	0.412	−14.48%	0.70	−1.13%	0.95	41.79%	9.50	3.71%
1962	11.89	2.79%	0.595	44.35%	0.70	−0.14%	0.70	−26.21%	9.89	4.11%
1963	13.22	11.20%	0.657	10.42%	0.82	17.12%	0.88	25.53%	10.86	9.81%
1964	13.70	3.65%	0.729	10.96%	0.83	1.10%	0.95	8.07%	11.19	3.04%
1965	14.76	7.70%	0.785	7.68%	1.13	36.14%	1.02	7.26%	11.82	5.63%
1966	15.81	7.12%	0.805	2.55%	1.25	10.62%	1.31	28.43%	12.44	5.25%
1967	17.04	7.81%	0.830	3.11%	1.40	12.00%	1.40	6.87%	13.41	7.80%
1968	18.96	11.24%	1.005	21.08%	1.60	14.29%	1.60	14.29%	14.75	9.99%
1969	20.74	9.39%	1.005	0.00%	1.80	12.50%	2.00	25.00%	15.93	8.00%
1970	21.02	1.36%	0.797	−20.70%	1.90	5.56%	2.13	6.50%	16.19	1.63%
1971	23.46	11.60%	0.865	8.53%	1.95	2.63%	3.00	40.85%	17.64	8.96%
1972	24.48	4.37%	1.009	16.65%	2.00	2.56%	2.10	−30.00%	19.37	9.81%
1973	25.71	5.02%	1.174	16.35%	2.00	0.00%	2.00	−4.76%	20.53	6.01%
1974	26.98	4.95%	1.200	2.21%	2.11	5.50%	2.07	3.50%	21.60	5.19%
1975	28.61	6.05%	1.202	0.17%	1.65	−21.80%	2.23	7.73%	23.53	8.94%
1976	32.01	11.87%	1.487	23.71%	1.90	15.15%	2.30	3.14%	26.32	11.86%

1977	35.46	10.79%	1.791	20.44%	2.00	5.26%	2.12	−7.83%	29.55	12.27%
1978	38.95	9.85%	2.084	16.36%	2.17	8.50%	2.60	22.64%	32.10	8.63%
1979	43.36	11.31%	2.288	9.79%	2.24	3.23%	2.24	−13.85%	36.59	13.99%
1980	48.73	12.40%	2.355	2.92%	2.81	25.45%	2.86	27.68%	40.71	11.26%
1981	55.58	14.05%	2.514	6.76%	3.07	9.25%	3.58	25.17%	46.42	14.03%
1982	59.80	7.58%	2.906	15.59%	3.16	2.93%	5.21	45.53%	48.52	4.52%
1983	64.65	8.11%	3.627	24.81%	3.60	13.92%	3.88	−25.53%	53.54	10.35%
1984	70.55	9.13%	4.057	11.86%	3.95	9.72%	4.04	4.12%	58.50	9.26%
1985	80.31	13.84%	4.472	10.23%	4.90	24.05%	4.77	18.07%	66.17	13.11%
1986	91.92	14.45%	4.600	2.86%	5.43	10.82%	5.70	19.50%	76.19	15.14%
1987	97.92	6.42%	4.600	0.00%	5.88	8.29%	6.58	15.44%	80.76	6.00%
1988	104.37	6.70%	4.750	3.26%	6.13	4.25%	6.79	3.19%	86.70	7.36%

Table 4: Inflation-Adjusted Giving by Source: 1955–1988 ($ in Billions, Constant Dollars)

	Total	% Change	Corporations	% Change	Foundations	% Change	Bequests	% Change	Individuals	% Change
1955	$ 29.74	—	$ 1.60	—	$ 1.16	—	$ 0.92	—	$ 26.06	—
1956	31.06	4.43%	1.57	−2.30%	1.14	−1.38%	0.90	−2.18%	27.45	5.34%
1957	33.55	8.04%	1.52	−3.03%	1.82	59.22%	1.63	82.14%	28.59	4.13%
1958	33.34	−0.65%	1.39	−8.70%	1.77	−2.58%	1.58	−2.94%	28.60	0.03%
1959	35.41	6.23%	1.65	18.69%	2.40	35.21%	1.75	10.43%	29.62	3.60%
1960	36.50	3.06%	1.60	−2.98%	2.35	−1.87%	2.22	26.96%	30.33	2.39%
1961	37.67	3.21%	1.34	−15.87%	2.29	−2.74%	3.09	39.48%	30.94	2.02%
1962	37.86	0.50%	1.89	41.13%	2.23	−2.37%	2.23	−27.86%	31.50	1.78%
1963	41.31	9.11%	2.05	8.35%	2.57	14.92%	2.75	23.18%	33.94	7.75%

(Continued)

Table 4: Inflation-Adjusted Giving by Source: 1955–1988 *(Continued)*

	Total	% Change	Corporations	% Change	Foundations	% Change	Bequests	% Change	Individuals	% Change
1964	$ 42.15	2.05%	$ 2.24	9.25%	$ 2.55	−0.46%	$ 2.93	6.41%	$ 34.43	1.45%
1965	44.44	5.43%	2.36	5.41%	3.40	33.27%	3.07	4.99%	35.60	3.40%
1966	46.21	3.98%	2.35	−0.45%	3.65	7.38%	3.83	24.68%	36.37	2.17%
1967	48.27	4.45%	2.35	−0.11%	3.97	8.51%	3.97	3.54%	37.99	4.44%
1968	51.51	6.70%	2.73	16.15%	4.35	9.63%	4.35	9.63%	40.08	5.51%
1969	53.72	4.29%	2.60	−4.66%	4.66	7.25%	5.18	19.17%	41.27	2.96%
1970	51.64	−3.87%	1.96	−24.79%	4.67	0.11%	5.23	1.00%	39.78	−3.61%
1971	54.42	5.39%	2.01	2.49%	4.52	−3.08%	6.96	33.00%	40.93	2.89%
1972	54.28	−0.26%	2.24	11.47%	4.43	−1.98%	4.66	−33.10%	42.95	4.94%
1973	54.24	−0.08%	2.48	10.71%	4.22	−4.85%	4.22	−9.38%	43.32	0.87%
1974	52.59	−3.03%	2.34	−5.56%	4.11	−2.52%	4.04	−4.37%	42.11	−2.81%
1975	51.46	−2.15%	2.16	−7.58%	2.97	−27.85%	4.01	−0.60%	42.32	0.51%
1976	53.52	4.01%	2.49	15.02%	3.18	7.06%	3.85	−4.10%	44.01	4.00%
1977	54.72	2.24%	2.76	11.15%	3.09	−2.86%	3.27	−14.94%	45.60	3.61%
1978	55.81	1.98%	2.99	8.02%	3.11	0.73%	3.72	13.86%	45.99	0.85%
1979	57.34	2.74%	3.03	1.37%	2.96	−4.69%	2.95	−20.81%	48.40	5.24%
1980	58.09	1.30%	2.81	−7.26%	3.35	13.04%	3.41	15.56%	48.52	0.25%
1981	60.03	3.34%	2.71	−3.27%	3.32	−1.01%	3.87	13.41%	50.13	3.31%
1982	59.80	−0.38%	2.91	7.04%	3.16	−4.69%	5.21	34.76%	48.52	−3.21%
1983	60.87	1.80%	3.42	17.52%	3.39	7.27%	3.65	−29.88%	50.41	3.90%
1984	63.21	3.85%	3.64	6.44%	3.54	4.41%	3.62	−0.91%	52.42	3.98%
1985	68.76	8.77%	3.83	5.32%	4.20	18.53%	4.08	12.81%	56.65	8.08%
1986	75.10	9.22%	3.76	−1.84%	4.44	5.75%	4.66	14.03%	62.25	9.87%
1987	76.72	2.16%	3.61	−4.00%	4.61	3.96%	5.16	10.82%	63.34	1.76%
1988	78.12	1.82%	3.56	−1.45%	4.59	−0.51%	5.08	−1.52%	64.90	2.45%

Table 5: Giving by Use: 1955–1988 ($ in Billions, Current Dollars)

Year	Total	% Change	Religion	% Change	Edu-cation	% Change	Health	% Change	Human Service	% Change	Arts, Culture & Humanities	% Change	Public/ Society Benefit	% Change	All Other Uses	% Change
1955	$ 7.70	—	$ 3.48	—	$ 0.77	—	$ 0.82	—	$ 1.68	—	$ 0.349	—	$ 0.225	—	$ 0.376	—
1956	8.29	7.66%	3.93	12.93%	1.04	25.96%	0.89	8.54%	1.60	− 4.76%	0.322	−7.74%	0.250	11.11%	0.258	−31.38%
1957	9.26	11.70%	4.19	6.62%	0.87	−19.54%	0.99	11.24%	1.70	6.25%	0.359	11.49%	0.279	11.60%	0.872	237.98%
1958	9.50	2.59%	4.34	3.58%	1.09	20.18%	1.02	3.03%	1.66	− 2.35%	0.353	−1.67%	0.272	−2.51%	0.765	−12.27%
1959	10.38	9.26%	4.76	9.68%	1.16	6.03%	1.11	8.82%	1.63	− 1.81%	0.397	12.46%	0.290	6.62%	1.033	35.03%
1960	11.02	6.17%	5.01	5.25%	1.26	7.94%	0.95	−14.41%	1.63	0.00%	0.408	2.77%	0.314	8.28%	1.448	40.17%
1961	11.56	4.90%	5.23	4.39%	1.38	8.70%	1.09	14.74%	1.69	3.68%	0.415	1.72%	0.318	1.27%	1.437	−0.76%
1962	11.89	2.85%	5.45	4.21%	1.52	9.21%	1.25	14.68%	1.77	4.73%	0.410	−1.20%	0.312	−1.89%	1.178	−18.02%
1963	13.22	11.19%	5.84	7.16%	1.68	9.52%	1.35	8.00%	1.97	11.30%	0.485	18.29%	0.374	19.87%	1.521	29.12%
1964	13.70	3.63%	6.14	5.14%	1.85	9.19%	1.55	14.81%	1.92	− 2.54%	0.435	10.31%	0.387	3.48%	1.418	−6.77%
1965	14.76	7.74%	6.72	9.45%	2.01	7.96%	1.60	3.23%	2.07	7.81%	0.436	0.23%	0.380	−1.81%	1.544	8.89%
1966	15.81	7.11%	7.22	7.44%	2.06	2.43%	1.69	5.62%	2.01	− 2.90%	0.536	22.94%	0.390	2.63%	1.904	23.32%
1967	17.04	7.78%	7.58	4.99%	2.13	3.29%	1.91	13.02%	2.07	2.99%	0.559	4.29%	0.411	5.38%	2.380	25.00%
1968	18.96	11.27%	8.42	11.08%	2.38	10.50%	2.08	8.90%	2.31	11.59%	0.604	8.05%	0.428	4.14%	2.738	15.04%
1969	20.74	9.39%	9.02	7.13%	2.54	6.30%	2.31	11.06%	2.71	17.32%	0.718	18.87%	0.561	31.07%	2.881	5.22%
1970	21.02	1.35%	9.34	3.55%	2.60	2.31%	2.40	3.90%	2.92	7.75%	0.663	−7.66%	0.455	−18.89%	2.642	−8.30%
1971	23.46	11.61%	10.07	7.82%	2.75	5.45%	2.61	8.75%	3.01	3.08%	1.01	52.34%	0.684	50.33%	3.326	25.89%
1972	24.48	4.35%	10.10	0.30%	2.98	7.72%	2.80	7.28%	3.16	4.98%	1.10	8.91%	0.820	19.88%	3.520	5.83%
1973	25.71	5.02%	10.53	4.26%	3.10	3.87%	3.10	10.71%	3.07	− 2.85%	1.26	14.55%	0.620	−24.39%	4.030	14.49%
1974	26.98	4.94%	11.84	12.44%	3.05	−1.64%	3.37	8.71%	3.02	−1.63%	1.20	−4.76%	0.670	8.06%	3.830	−4.96%
1975	28.61	6.04%	12.81	8.19%	2.83	−7.77%	3.61	7.12%	2.94	− 2.65%	1.56	30.00%	0.790	17.91%	4.070	6.27%
1976	32.01	11.88%	14.18	10.69%	3.28	13.72%	3.92	8.59%	3.02	2.72%	2.27	45.51%	1.03	30.38%	4.310	5.90%

(Continued)

Table 5: Giving by Use: 1955–1988 *(Continued)*

Year	Total	% Change	Religion	% Change	Education	% Change	Health	% Change	Human Services	% Change	Arts, Culture & Humanities	% Change	Public/ Society Benefit	% Change	All Other	% Change
1977	$ 35.46	10.78%	$ 16.98	19.75%	$ 3.62	9.39%	$ 4.09	4.34%	$ 3.57	18.21%	$ 2.32	2.20%	$ 1.22	18.45%	$ 3.660	−15.08%
1978	38.95	9.84%	18.35	8.07%	4.11	11.92%	4.52	10.51%	3.87	8.40%	2.40	3.45%	1.08	−11.48%	4.620	26.23%
1979	43.36	11.32%	20.17	9.92%	4.54	9.47%	4.94	9.29%	4.48	15.76%	2.73	13.75%	1.23	13.89%	5.270	14.07%
1980	48.73	12.38%	22.23	10.21%	4.96	8.47%	5.34	8.10%	4.91	9.60%	3.15	15.38%	1.46	18.70%	6.680	26.76%
1981	55.58	14.06%	25.05	12.69%	5.77	14.04%	5.79	8.43%	5.62	14.46%	3.66	16.19%	1.79	22.60%	7.900	18.26%
1982	59.80	7.59%	28.06	12.02%	6.00	3.83%	6.15	6.22%	6.33	12.63%	4.96	35.52%	1.68	−6.15%	6.620	−16.20%
1983	64.65	8.11%	31.84	13.47%	6.65	9.77%	6.68	8.62%	7.16	13.11%	4.21	−15.12%	1.89	12.50%	6.220	−6.04%
1984	70.55	9.13%	35.43	11.28%	7.29	8.78%	6.84	2.40%	7.88	10.06%	4.50	6.89%	1.94	2.65%	6.670	7.23%
1985	80.31	13.83%	37.46	5.73%	8.17	10.77%	7.72	12.87%	8.50	7.87%	5.08	12.89%	2.22	14.43%	11.160	67.32%
1986	91.92	14.46%	41.68	11.27%	9.39	12.99%	8.44	9.33%	9.13	7.41%	5.83	14.76%	2.38	7.21%	15.070	35.04%
1987	97.82	6.42%	44.54	6.86%	9.84	4.57%	9.22	9.24%	9.84	7.78%	6.31	8.23%	2.70	13.45%	15.370	1.99%
1988	104.37	6.70%	48.21	8.24%	9.78	−0.61%	9.52	3.25%	10.49	6.61%	6.82	8.08%	3.02	11.85%	16.530	7.55%

Table 6: Inflation-Adjusted Giving by Use: 1955–1988 ($ in Billions, Constant Dollars)

Year	Total	% Change	Religion	% Change	Education	% Change	Health	% Change	Human Services	% Change	Arts, Culture & Humanities	% Change	Public/ Society Benefit	% Change	All Other	% Change
1955	$ 29.73		$ 13.44		$ 2.97		$ 3.17		$ 6.49		$ 1.35		$ 0.87		$ 1.45	
1956	31.05	4.44%	14.72	9.55%	3.90	31.02%	3.33	5.28%	5.99	− 7.62%	1.21	−10.50%	0.94	7.78%	0.97	−33.44%
1957	33.55	8.06%	15.18	3.14%	3.15	−19.07%	3.59	7.61%	6.16	2.79%	1.30	7.86%	1.01	7.96%	3.16	226.96%
1958	33.33	−0.65%	15.23	0.31%	3.82	21.33%	3.58	−0.22%	5.82	−5.44%	1.24	−4.78%	0.95	−5.59%	2.68	−15.04%
1959	35.43	6.28%	16.25	6.68%	3.96	3.52%	3.79	5.85%	5.56	− 4.49%	1.35	9.39%	0.99	3.71%	3.53	31.35%
1960	36.49	3.00%	16.59	2.12%	4.17	5.38%	3.15	−16.96%	5.40	−2.98%	1.35	−0.29%	1.04	5.05%	4.79	36.00%

1961	37.65	3.19%	17.04	2.69%	4.50	7.74%	3.55	12.87%	5.50	1.99%	1.35	0.06%	1.04	−0.38%	4.68	−2.38%
1962	37.87	0.56%	17.36	1.88%	4.84	7.69%	3.98	12.12%	5.64	2.40%	1.31	−3.41%	0.99	−4.07%	3.75	−19.85%
1963	41.31	9.10%	18.25	5.15%	5.25	8.45%	4.22	5.97%	6.16	9.21%	1.52	16.07%	1.17	17.62%	4.75	26.70%
1964	42.15	2.04%	18.89	3.52%	5.69	8.42%	4.77	13.05%	5.91	− 4.04%	1.34	−11.69%	1.19	1.88%	4.36	−8.21%
1965	44.46	5.47%	20.24	7.14%	6.05	6.36%	4.82	1.05%	6.23	5.54%	1.31	−1.88%	1.14	−3.88%	4.65	6.59%
1966	46.23	3.98%	21.11	4.30%	6.02	−0.51%	4.94	2.54%	5.88	− 5.74%	1.57	19.34%	1.14	−0.37%	5.57	19.71%
1967	48.27	4.42%	21.47	1.71%	6.03	0.18%	5.41	9.50%	5.86	− 0.22%	1.58	1.04%	1.16	2.10%	6.74	21.10%
1968	51.52	6.73%	22.88	6.55%	6.47	7.18%	5.65	4.46%	6.28	7.05%	1.64	3.65%	1.16	−0.11%	7.44	10.35%
1969	53.73	4.29%	23.37	2.13%	6.58	1.75%	5.98	5.88%	7.02	11.85%	1.86	13.33%	1.45	24.96%	7.46	0.32%
1970	51.65	−3.88%	22.95	−1.80%	6.39	−2.92%	5.90	−1.46%	7.17	2.19%	1.63	−12.42%	1.12	−23.08%	6.49	−13.03%
1971	54.43	5.39%	23.36	1.81%	6.38	−0.12%	6.06	2.69%	6.98	− 2.66%	2.34	43.86%	1.59	41.96%	7.72	18.88%
1972	54.28	−0.28%	22.39	−4.15%	6.61	3.56%	6.21	2.52%	7.01	0.33%	2.44	4.08%	1.82	14.57%	7.80	1.14%
1973	54.24	−0.07%	22.22	−0.80%	6.54	−1.02%	6.54	5.34%	6.48	−7.56%	2.66	8.99%	1.31	−28.06%	8.50	8.93%
1974	52.59	−3.04%	23.08	3.89%	5.95	−9.09%	6.57	0.45%	5.89	−9.11%	2.34	−12.00%	1.31	−0.15%	7.47	−12.19%
1975	51.46	−2.16%	23.04	−0.17%	5.09	−14.39%	6.49	−1.16%	5.29	−10.18%	2.81	19.95%	1.42	8.79%	7.32	−1.95%
1976	53.53	4.03%	23.71	2.92%	5.48	7.76%	6.56	0.96%	5.05	− 4.49%	3.80	35.29%	1.72	21.22%	7.21	−1.54%
1977	54.72	2.23%	26.20	10.51%	5.59	1.85%	6.31	−3.71%	5.51	9.09%	3.58	−5.68%	1.88	9.31%	5.65	−21.63%
1978	55.80	1.97%	26.29	0.33%	5.89	5.40%	6.48	2.60%	5.54	0.64%	3.44	−3.96%	1.55	−17.82%	6.62	17.19%
1979	57.35	2.78%	26.68	1.49%	6.01	1.99%	6.53	0.91%	5.93	6.88%	3.61	5.02%	1.63	5.15%	6.97	5.32%
1980	58.08	1.27%	26.50	−0.69%	5.91	−1.56%	6.36	−2.60%	5.85	−1.24%	3.75	3.97%	1.74	6.96%	7.96	14.22%
1981	60.02	3.34%	27.05	2.10%	6.23	5.40%	6.25	−1.76%	6.07	3.71%	3.95	5.27%	1.93	11.08%	8.53	7.15%
1982	59.80	−0.37%	28.06	3.73%	6.00	−3.71%	6.15	−1.64%	6.33	4.30%	4.96	25.49%	1.68	−13.09%	6.62	−22.40%
1983	60.88	1.80%	29.98	6.85%	6.26	4.36%	6.29	2.28%	6.74	6.51%	3.96	−20.08%	1.78	5.93%	5.86	−11.53%
1984	63.22	3.85%	31.75	5.89%	6.53	4.32%	6.13	−2.56%	7.06	4.73%	4.03	1.72%	1.74	−2.32%	5.98	2.05%
1985	68.76	8.77%	32.07	1.02%	6.99	7.08%	6.61	7.84%	7.28	3.07%	4.35	7.86%	1.90	9.34%	9.55	59.87%
1986	75.10	9.22%	34.05	6.17%	7.67	9.67%	6.90	4.32%	7.46	2.50%	4.76	9.51%	1.94	2.30%	12.31	28.86%
1987	76.72	2.16%	34.93	2.59%	7.72	0.60%	7.23	4.87%	7.72	3.47%	4.95	3.90%	2.12	8.91%	12.05	−2.09%
1988	78.12	1.82%	36.09	3.30%	7.32	−5.15%	7.13	−1.46%	7.85	1.74%	5.10	3.15%	2.26	6.74%	12.37	2.64%

$104.37 billion!

By any measure of economic activity, philanthropic giving in 1988 remained robust, breaking the $100 billion benchmark and outpacing inflation for the sixth year in a row. Indeed, since 1956 — the first year of *Giving USA's* publication — voluntary contributions to charitable and other nonprofit organizations rose above inflation for all but a handful of years, most of them during the recessionary first half of the 1970's.

Early reports of a decline in contributions in a few areas of the nonprofit world may have led some to assume that giving as a whole would be down. Gifts to higher education during the 1987-88 fiscal year showed a slight drop for the first time since 1975, after years of vigorous growth. And donations of works of art to art museums were also down, by a hefty 29 percent. But these developments — due partially to changes in the tax law, according to some experts — were only a small part of the total picture which, as so often in the past, showed impressive gains.

The estimated $104.37 billion given by individuals, corporations, foundations and bequests in 1988 represented an increase of 6.7 percent over the amount given the year before. Most of this increase reflected individual giving, which grew by 7.36 percent. Foundation grants rose by 4.32 percent, bequests by 3.19 percent, and corporate gifts by 3.26 percent.

Notwithstanding this growth, inflation during the year did take its toll. The rise in the cost of services in 1988 consumed more than two-thirds of the increase in contributions. When adjusted for inflation in the service sector (which is higher than inflation for the economy as a whole) total giving rose by under two percent.[1]

But figures in philanthropy, as in any other area, whether or not adjusted for inflation, take on significance only when viewed in a wider context, or when compared to other national economic developments. Some relevant comparisons appear in the Chairmen's foreword. One, however, bears repetition: while individual giving registered an increase of 7.36 percent over 1987, individual purchases of all goods and services during the year grew at a rate of 7.1 percent. This means that as individuals, Americans gave their money to worthy causes at a higher rate than they spent it on themselves — an unambiguous statement of the extent to which the charitable impulse is embedded in the culture of U.S. society.

Debate Over Economic Health

Philanthropic organizations, research institutes, academicians and journalists in 1988 debated an issue that went to the traditional heart of philanthropy: the plight of the poor and of moderate-income families, and disparities between people on different economic levels. Disagreement centered around the extent and nature of

economic well-being — or the lack of it — for various segments of the population. The Ford Foundation, for example, issued a study on "permanent poverty." Citing research performed at the University of Michigan, the foundation said: "For a growing number of people, poverty is a near permanent condition. Although they constitute less than 12 percent of all poor Americans, the persistently poor account for a majority of time all people spend in poverty."[2]

The Economic Policy Institute, a think tank founded in 1986 by several nationally known economists, argued:

- One in five children overall, and two in five black or Hispanic children, lived in poverty in 1987;
- Families who were able to maintain a 1979 standard of living by 1987 did so only by working more hours and having more members work (1979 and 1987 were both economic "peak" years, which the authors selected for comparison to avoid cyclical bias);
- Hourly wages, adjusted for inflation, dropped by 10 percent between 1979 and 1987;
- More than eight out of ten new jobs created in the past decade have been "in the lowest paying industries — retail trade and personal, business and health services;"
- After adjusting for inflation, the only increases in average family income between 1977 and 1988 were registered by the top 20 percent of earners (those earning in the ninth and tenth income deciles). All the remainder suffered declines, with the steepest drops among the lowest earners. In a striking comparison, the study said that the richest one percent of families experienced a 49.8 percent average income increase, whereas the poorest 10 percent experienced a 14.8 percent decline.[3]

And a report by United Way of America predicted that, through the year 2000, "real wages will continue to decline, likely causing an increase in the proportion of persons holding second jobs; Americans will continue to work longer hours; [and] the emerging hard core of nonworking Americans is signaling that unemployment will likely remain a problem in America."[4]

Countering the view of deepening poverty and a worsening employment picture were analyses that appeared in business and general magazines during the year. "Polls and surveys suggest that a majority of Americans do consider themselves better off," according to one *Fortune* magazine writer. "Indeed, the University of Michigan's Survey Research Center reports that more Americans feel good about economic conditions than at any time since the late 1960's." Among other points, the analysis argued:

- Hourly wages do not accurately reveal financial health, because they do not reflect fringe benefits such as health insurance and pensions. Further, like any average, the wage figure is "powerfully influenced by changes at the extremes."
- Median family income is "well above its 1981 level and has risen steadily since the recession that ended in 1982. . . . Among blacks, it has advanced a solid 15 percent during the Reagan presidency. . . ."
- Although college, health and housing costs have increased between 1981 and 1987, monthly average mortgage payments have decreased by 10.8 percent.[5]

A similarly optimistic view was expressed by a professor of economics at the University of Chicago. "Not only is the overall unemployment rate down, from 7 percent at the end of the Carter years to 5.4 percent in July [1988], but unemployment rates among blacks and teenagers are much lower than they were at the end of the Carter Administration," he said. "For example, the unemployment rate for blacks, although still much too high, has declined to 11.4 percent from 14.3 percent in 1980."[6]

And an economist who writes frequently for American periodicals argued that "living standards for most Americans haven't stagnated," and that the "share of families with incomes exceeding $50,000 has risen steadily since 1970." He agreed, however, that "the poor haven't shared in the improvement."[7]

The Poor are More Generous

The more you have the more you give — but only in absolute dollars. As a percentage of income, the poor give more. A study conducted for Independent Sector in 1988 revealed that households earning under $10,000 give 2.8 percent of their income to charitable and other nonprofit causes, whereas those earning between $75,000 and $99,000 give 1.7 percent. In the $100,000 and over income bracket, donors give 2.1 percent. Additional findings from the study appear in the section on Giving by Individuals.

Business and the Schools

Corporations continued to focus on problems associated with pre-college education. Chief executives of the nation's major corporations expressed fear that today's youths — tomorrow's work force — will be poorly equipped to compete with their counterparts in other countries. Observing that wage gains "mirror what is happening to worker productivity," *Business Week* warned that "the huge decline in the wages of America's unskilled labor force shows that it is no longer competitive in the international economy. . . . This could signal major losses in the battle for world markets."[8]

Inadequate education at the elementary and secondary levels was largely blamed by the business community for this decline in worker skills and productivity. The Committee for Economic Development (CED), a nonprofit policy organization primarily representing top executives of large U.S. corporations, maintained that "too many students lack reading, writing, and mathematical skills, positive attitudes toward work, and knowledge of appropriate behavior on the job. In addition, they have not learned how to learn, make decisions, or set priorities." The report went on to warn of "a growing underclass of poorly educated and socially troubled individuals, disappointing educational quality in the public schools, and the gap between the promise and delivery of adequate and affordable health care."

"Well over one-quarter of the nation's youths never finish high school," the report continued. "Another quarter graduate without even the minimal skill requirements, and even those who go on to higher education need remedial reading and writing courses, which about two-thirds of U.S. colleges now provide."

The report added that almost 13 percent "of all seventeen-year-olds still enrolled in school are functionally illiterate, and 44 percent are marginally illiterate."

Recommendations by CED included early intervention strategies, school restructuring including smaller classes and alternative schools, vastly increased health care and related services, and programs to provide "work experience that reinforces basic academic learning." Examples of business giving to educational projects appear in the section on Giving by Corporations.

Corporations were not alone in their concern with youth and education. The nation's leading foundations convened their annual meeting under the rubric of children and the future — with many sessions on "youth at risk." One example of foundation activity in this area was the Ford Foundation's grants totalling $2.3 million to community-school coalitions in 21 cities for projects to reduce the number of student dropouts.

New Journal

The *Chronicle of Philanthropy*, a semimonthly newspaper covering the philanthropic community, made its debut in October, 1988. In its first 40-page issue, the new journal featured reports on a survey of individual giving and volunteering, the appointment of a new president of the Rockefeller Foundation, the impact of the Reagan years on philanthropy, and an alleged effort by voluntary hospitals to lure away contributions normally given to other health organizations — an allegation strongly disputed in the next issue by the head of the National Association for Hospital Development.

Among the numerous issues covered

in the remaining editions of 1988 were:

- Controversy surrounding the use of sweepstakes by some charitable fund raisers;
- Management problems among nonprofit organizations;
- More efforts by public schools to raise funds from private donors;
- An increasing number of top foundation posts going to women;
- The growing use of planned giving methods;
- Concern over the alleged shortfall of foundation grants to the Hispanic community and rural organizations.

The new *Chronicle*, published in Washington, D.C., is a sister publication of the venerable *Chronicle of Higher Education*.

Lighter Points

Philanthropy emerged as a factor in the 1988 Presidential elections. In his campaign, then-Vice President George H. Bush hailed what he called a "thousand points of light" — most likely referring to the nation's voluntary organizations. Political opponents seized on the statement as a source of humor. One cartoonist portrayed a bar patron firmly endorsing the "thousand pints of lite."

In a more serious vein, Independent Sector, a coalition of 650 groups concerned with philanthropy, prepared a 12-point program for both candidates on strengthening the nation's nonprofit and philanthropic organizations. Program recommendations included changes in tax and lobbying laws, and restoration of federal funding to nonprofits.

Supreme Court Decision on Fund Raising

The constitutionality of portions of charitable fund-raising laws in almost half the states were thrown into question in 1988 as a result of a Supreme Court decision. The Court, in *Riley v. Federation of the Blind of North Carolina*, ruled unconstitutional several provisions of a North Carolina statute requiring disclosure of information and limitation on the use of funds raised. Provisions declared invalid included:

- Requiring solicitors, when asking a donor for a contribution, to disclose the percent of funds raised allotted to the charitable organization;
- Limiting the percent of funds raised that may be kept by the solicitor;
- Various licensing procedures for professional solicitors.

The Court held the disclosure provision unconstitutional "because mandating speech that a speaker would not otherwise make necessarily alters the speech's content," thereby constituting a violation of the first amendment. "The state's interest in informing donors how the money they contribute is spent. . . is not sufficiently weighty, and the means chosen to accomplish it

are unusually burdensome and not narrowly tailored." The Court also found fee limitations "unreasonable" and "not narrowly tailored to the state's interest in preventing fraud."[10]

By the end of 1988, bills introduced in numerous state legislatures indicated that significant change was to be expected in the coming year.

International Philanthropy

Two global philanthropic conferences, and the opening of a philanthropic sector in the Soviet Union, marked events on the international scene during the year.

Representatives of 11 countries met in Bonn, West Germany in July, 1988 to continue efforts at promoting and monitoring philanthropy in various countries. Under the auspices of Interphil — International Standing Conference on Philanthropy, based in Kent, England — participants explored the following issues:

- Efforts to foster greater public awareness of giving and volunteering, especially in the United States and Great Britain;
- Comparative giving trends. Conferees concluded that "even at the national level, studies of the voluntary sector are rare. Only in four countries — the U.S., U.K, Canada and West Germany — have researchers collected extensive data, and these do not readily lend themselves to comparative treatment";
- Comparative regulatory environments. Research problems in this area, participants reported, include differing definitions of "charity" and "foundation," and vastly divergent legal codes from one country to another;
- Philanthropic mechanisms and public-private ventures. According to Interphil, "participants who live in countries in which the model for the state-voluntary sector relationship is competitive rather than cooperative noted that international models are useful in negotiating change . . . . Others noted that the mechanisms exist [in many countries] . . . and that the real challenge is to help build leadership in the philanthropic sector worldwide";
- Philanthropy in developing countries, which participants argued "cannot be divorced from the strategy for [overall] development."

Future activities for Interphil will include data collection, improving relationships between national philanthropic sectors and their respective governments, coordinating conferences of experts in regulation, and otherwise helping to "develop human and philanthropic resources" among participating countries.[11]

In another development, the World Congress on Philanthropy, convening in Toronto, Canada, in May, issued a global code of principles for foundations and other donors. Prepared by

representatives of foundations in Australia and Venezuela, the code urged funders to promote economic and political self-sufficiency for indigent third world populations.

A novel international development was the reported opening of a philanthropic sector in the Soviet Union. One example: creation of the International Foundation for the Survival and Development of Mankind, reportedly the first philanthropic organization in the USSR to function independently of government control or funding.[12]

Notes for State of the Philanthropic Sector

1/ As measured by the GNP Implicit Price Deflator for Services, inflation in 1988 rose by 4.78 percent. Source: U.S. Commerce Department, Bureau of Economic Analysis.

2/ Gordon Berlin, "The New Permanence of Poverty," *The Ford Foundation Letter*, June 1988. Page 1.

3/ Lawrence Mishel and Jacqueline Simon, *The State of Working America*, 1988, Economic Policy Institute. Pages iii, iv, 6.

4/ *The Future World of Work: Looking Toward the Year 2000*, United Way of America, 1988: Alexandria, Va. Page 3.

5/ Louis S. Richman, "Are You Better Off Than in 1980?" *Fortune*, October 10, 1988.

6/ Gary S. Becker, "Contrary to Popular Belief, the Economic Boom Did Trickle Down," *Business Week*, September 19, 1988.

7/ Robert J. Samuelson, "An Economic Missile Gap," *Newsweek*, September 19, 1988.

8/ Bruce Nussbaum, "Needed: Human Capital," *Business Week*, September 19, 1988.

9/ *Investing in America's Future: Challenges and Opportunities for Public Sector Economic Policies*, 1988, Committee for Economic Development. Pages 20,22.

10/ *Riley v. National Federation of the Blind of North Carolina, Inc., et al.*, No. 87-328, Supreme Court of the United States.

11/ "Summary Proceedings," Interphil Round Table, Bonn — Bad Godesberg, West Germany, July 26–29, 1988; Interphil, Yalding, Kent, ME186HU, England.

12/ Kathleen Teltsch, "From Perestroika to Philanthropy," *Foundation News*, November/December 1988.

Sources of Contributions

Giving by Individuals

Giving by Bequest

Giving by Foundations

Giving by Corporations

Individual Giving
1955–1988
(Current $ vs.
Inflation-Adjusted $)

($ in Billions)

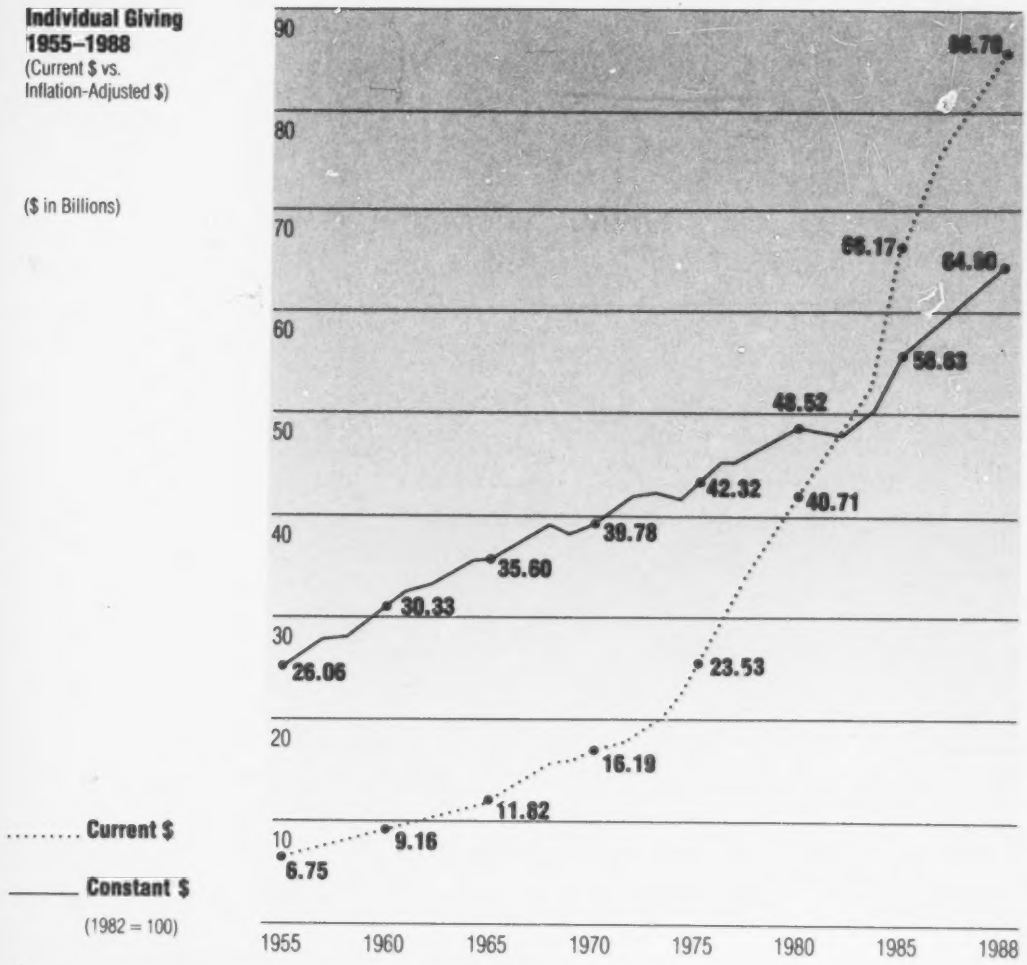


Table 7: Individual Gifts and Personal Income ($ in Billions)

	Individual Gifts	Personal Income	Giving as a % of Income		Individual Gifts	Personal Income	Giving as a % of Income
1970	$16.19	$ 831.8	1.95	**1980**	40.71	2,258.5	1.80
1971	17.64	894.0	1.97	**1981**	46.42	2,520.9	1.84
1972	19.37	981.6	1.97	**1982**	48.52	2,670.8	1.82
1973	20.53	1,101.7	1.86	**1983**	53.54	2,838.6	1.89
1974	21.60	1,210.1	1.78	**1984**	58.50	3,108.7	1.88
1975	23.53	1,313.4	1.79	**1985**	66.17	3,325.3	1.99
1976	26.32	1,451.4	1.81	**1986**	76.19	3,531.1	2.16
1977	29.55	1,607.5	1.84	**1987**	80.76	3,780.0	2.14
1978	32.10	1,812.4	1.77	**1988**	86.70	4,062.1	2.13
1979	36.59	2,034.0	1.80				

Source: U.S. Department of Commerce for Personal Income data.

Individuals contributed an estimated $86.70 billion to nonprofit organizations in 1988, up 7.36 percent from the revised estimate of $80.76 billion they gave the previous year.

After adjusting for inflation, individual giving reflected an increase of 2.45 percent. Inflation in the economy's service sector ran at 4.78 percent during the year.

Donations by individuals accounted for 83.07 percent of total giving in 1988. Individuals have consistently provided at least four fifths of overall philanthropic donations annually.

Individual giving is estimated through an econometric formula correlating contributions with key economic and demographic factors.

Income Growth, Market Rally

The increase in individual giving – which outpaced the national inflation rate by almost one and half times — was due to several key factors: a rise in total personal income, a rebound from the 1987 slowdown, a year-end market rally, and aggressive fund raising by a wide array of newer groups.

Personal income. Preliminary estimates released by the U.S. Commerce Department showed personal income — the most important determinant of individual giving — swelled to more than $4 trillion in 1988, up 7.46 percent from the year before, or 3.93 percent after accounting for inflation.

As a portion of income, personal giving amounted to 2.134 percent in 1988, down a notch from the 2.136 percent in 1987. Contributions as a percent of income have historically hovered around 2 percent of income, reaching an all-time high in 1986 of 2.158 percent.

Rebound from 1987. A second factor accounting for the rise in personal giving was the rebound from 1987, when giving by individuals slowed to 6 percent above the amount given in 1986. The 1987 slowdown, in turn, represented a respite from the bulge of giving in 1986, a year in which individuals continued to benefit from the booming securities markets, a rise in personal income, and — according to some observers — when they rushed to take advantage of the final year before reduction of the tax benefits of charitable contributions.

Market rally. A third likely cause of the rise in personal giving was the rally of the stock market in the last two months of the year. This period is especially significant for wealthier donors who waited until year's end to provide the bulk of their contributions.

The market as a whole dropped between 7.3 and 9.5 percent from the mostly-booming year of 1987 (as measured by Standard and Poor's and Dow Jones indexes, respectively), but prices during November and December grew by a substantial 10.6 to 12.7 percent over the same period the year before.[1] In effect, the rally just about matched the growth in giving.

Additional factors that may account for the rise of individual giving in 1988 include:

- Publicity surrounding nationwide social and health problems, such as homelessness, child abuse, AIDS, depletion of the ozone layer and other environmental catastrophies.
- Aggressive fund-raising efforts by groups advocating social causes on all points of the political spectrum — sometimes in direct conflict with each other. These include abortion, gun control, stricter highway speed limits, censorship of violent or sexually-oriented television programming, smoke-free environments, capital punishment, and so forth. Other groups raise funds on behalf of animal protection, civil liberties, women's and minority rights, victims' rights, and numerous other causes.

Giving by Rich and Poor

Historically, the most important determinant of individual giving is personal income. The higher the rise in nationwide personal income, the greater the amount contributed by individuals.

However, a major survey of individual giving undertaken in 1988 confirmed that, in general, the poor tend to donate a greater percentage of their income than either the middle class or the rich. Conducted by the Gallup Organization on behalf of Independent Sector, a coalition of some 650 organizations, the survey found that households with reported annual incomes of under $10,000 donated 2.8 percent of their earnings to charitable organizations. By contrast, households earning between $75,000 and under $100,000 gave 1.7 percent — slightly more than half the proportionate donation. Those with incomes of $100,000 and above donated 2.1 percent, still below the percentage given by the very poor. Overall, according to the survey, Americans who gave to charitable and other nonprofit causes in 1987 contributed 1.9 percent of their household income.*

The survey was based on responses of 2,775 Americans, sampled to reflect ethnic, economic, educational and other demographic characteristics of the population. Other key findings included:

- Sixty percent of U.S. households had incomes under $30,000 in 1987 — yet they contributed almost half (48 percent) of all charitable dollars. The remainder was given by the 40 percent of households that earned $30,000 and above.
- People who volunteer their time tend to give more money than other contributors. Volunteers gave an average of $1,021, or 2.4 percent of income. Those who did not volun-

*The AAFRC Trust for Philanthropy estimated individual giving in 1987 at 2.14 percent of personal income, as opposed to 1.9 percent estimated by the Gallup survey. The slight variation results from different measures of income and different methodologies of estimating contributions.

teer gave an average of $439, or 1.3 percent of income.

- Giving is strongly affected by religious involvement. Almost 80 percent of Americans who were members of religious organizations made donations in 1987, compared to 55 percent of Americans who were not religiously affiliated.
- Americans tend to give primarily because they feel strongly about a particular charitable cause or organization — as opposed to, say, giving because its is considered morally obligatory or a family tradition or tax deductible. Thus 37 percent cited the worthiness of the charity, its help for the needy, and its "good work" in general as their reasons for giving. By contrast, 9 percent gave because they were asked, 8 percent because they felt obligated, 4 percent because of family tradition, and 2 percent because it is deductible from income.
- On the issue of helping the needy, Americans strongly favor roles for both nonprofit charity and government. For example, when asked if "The government is spending too much money on programs to help the poor," 67 percent disagreed, 22 percent agreed, and 11 percent were unsure. Further, 70 percent agreed with the statement that government should guarantee food and shelter to *all* citizens.
- Slightly more than 45 percent of adult Americans provide volunteer services — either formally through an organization, or informally on an ad hoc basis for friends — averaging 244.4 hours a year.[2]

Information on Charities

Americans find it difficult to evaluate the legitimacy of the increasing number of organizations seeking funds, according to a second 1988 study of charitable behavior. Conducted by the Roper Organization for the National Charities Information Bureau, a watchdog group, the study found that 77 percent of Americans "agree that it is becoming more and more difficult to know what is and isn't a responsible, legitimate charitable organization." And 72 percent "wish someone other than the charitable organization itself could tell contributors whether it's a responsible organization." About half said they did not know where to find such information.

The study was based on responses to in-person interviews with 1,190 adult Americans. Other findings:

- About 88 percent agreed or "mostly agreed" that more organizations seek money each year.
- More than 70 percent want to know more about the organizations to which they give — but the same percentage "have no trouble" deciding which nonprofits should receive their donations.

- A substantial majority — 83 percent — said that before they contribute, they "believe it is important to consider whether the charitable organization has given a clear statement of purpose or mission."
- Nevertheless, 30 percent of Americans "give without understanding" the activities of the recipient nonprofit groups.[3]

Civil Service Donors

Individuals employed by the federal government donated more than $153 million to six coalitions of groups raising funds at civil service work stations in 1987, the latest year for which data are available. Under the Combined Federal Campaign (CFC) — the largest workplace fundraising drive in the nation — government employees contributed $153.67 million, an increase of 11 percent over the amount they gave in 1986.

Almost 45 percent of the funds were received by local United Ways, the largest of the participating coalitions. Nevertheless, the coalitions that showed the most dramatic gains over the year before were those representing the alternative service providers. Local nonaffiliated agencies, and write-in beneficiaries, saw their civil service contributions rise by 38.7 percent and 28 percent, respectively. Dollar amounts, and percentage changes, received by the six coalitions in the CFC included:

- United Way, $70.1 million, an increase of 3.2 percent;
- National Voluntary Health Agencies, $27.8 million, an increase of 7.1 percent;
- International Service Agencies, $9.5 million, an increase of 3.2 percent;
- American Red Cross, $367,000, an increase of 8.5 percent;
- National Service Agencies, $11.7 million, an increase of 18.9 percent;
- Local Nonaffiliated Agencies, $20 million, an increase of 38.7 percent;
- Write-in beneficiaries, $14.2 million, an increase of 28 percent.[4]

Volunteering

Eighty million Americans volunteered their time — both formally to organizations, and informally to friends and relatives, according to a study on individual giving and volunteering released in 1988. The data pertains to the year 1987. On average, each volunteer donated almost five hours a week, or more than 244 hours a year. If the work of these volunteers is "valued" at the national average hourly wage, then Americans donated the equivalent of $150 million in free labor, according to the study.[5]

In other developments, Volunteer-The National Center, and Action, a federal agency, named 18 individuals and organizations to receive Presiden-

Table 8: Amount of Charitable Contributions by Itemizers, 1984–87 ($000)

Adjusted Gross Income	1984	1985	% Change 1984-85	1986	% Change 1985-86	1987	% Change 1986-87
Under $15,000	$ 2,682,142	$ 2,607,739	−2.77%	$ 2,174,369	−16.62%	$ 1,715,980	−21.08%
$15,000–24,999	5,269,444	5,383,757	2.17%	4,765,070	−11.49%	4,015,068	−15.74%
$25,000–49,999	16,301,659	17,193,010	5.47%	16,932,034	− 1.52%	15,741,611	−7.03%
$50,000–99,999	9,078,370	11,173,138	23.07%	12,409,163	11.06%	14,039,187	13.14%
$100,000 & over	8,788,197	11,673,055	32.83%	18,173,835	55.69%	13,749,064	−24.35%
	$42,119,812	$48,030,699	14.03%	$54,454,471	13.37%	$49,260,910	− 9.54%

Source: Internal Revenue Service, Statistics of Income Division

tial Volunteer Action Awards in 1988. Almost 2,100 nominations had been submitted.

Award winners included: The Red River Arts Festival in Shreveport, Virginia for its work with children; Zachary Fisher of New York City for leading the transformation of the battleship Intrepid into an air and space museum; Thomas M. Evans of New York City for founding a mentor program for public high school students.

Also Kay Kiker of York, Alabama for helping to form Alabamians for a Clean Environment; Mission Air Ministries, Charlotte, North Carolina for transporting patients who cannot afford air fare to hospitals; Margaret A. Gallimore of Dallas for providing a home for people with AIDS; Arnolta Williams, 91, of Jacksonville, Florida for founding the Jacksonville Urban League and volunteering in numerous other organizations; Share, Inc. of

Table 9: Number of Itemizers Taking Charitable Deductions, 1984–87

Adjusted Gross Income	1984	1985	% Change 1984-85	1986	% Change 1985-86	1987	% Change 1986-87
Under $15,000	3,887,990	3,732,035	−4.01%	3,563,532	−4.52%	1,976,970	−44.52%
$15,000-24,999	6,898,182	6,617,074	−4.08%	6,385,810	−3.49%	4,339,843	−32.04%
$25,000-49,999	17,599,250	18,335,046	4.18%	18,102,133	−1.27%	15,133,969	−16.40%
$50,000-99,999	5,255,478	6,371,906	21.24%	7,340,409	15.20%	8,800,759	19.89%
$100,000 & Over	966,932	1,172,575	21.27%	1,465,706	25.00%	1,920,319	31.02%
	$34,607,832	$36,228,636	4.68%	$36,857,590	1.74%	$32,171,860	−12.71%

Source: Internal Revenue Service, Statistics of Income Division

Los Angeles for raising funds for numerous nonprofit agencies.

Also Robert Mosbacher, Jr. for serving as co-chairman of the Houston Committee for Private Sector Initiatives; Harriet H. Hodges of Seoul, Korea for forming a network of 15 U.S. hospitals to help poor Korean children with heart disease; Dr. Luis A.N. Gomez of El Paso for his work helping people afflicted with leprosy; the 1987 International Summer Special Olympics Committee, Inc. of South Bend, Indiana; Robert R. Roper of Upper Marlboro, Maryland for fighting for the rights of crime victims.

Also, Operation Comeback of Orlando, Florida for aiding troubled adolescents; First Bank System Community First Program of Minneapolis for providing a means through which employees and retirees may become active in community affairs; Time Inc. of New York for its literacy program; and the Barberton Council of Labor Free Clinic Development Project, Barberton, Ohio for operating a free medical center.

Table 10: Distribution of Large Gifts from Individuals ($1 Million and Above)

Use	Amount	% of Total	Use	Amount	% of Total
Religion	$ 0	0.0%	**Arts, Culture & Humanities**	18,000,000	2.9%
Education	477,852,092	76.0%	**Public/Society Benefit**	1,000,000	0.2%
Health	130,750,000	20.8%	**All Other Uses**	0	0.0%
Human Service	1,500,000	0.2%			
				$629,102,092	100.0%

Large Individual Gifts

Anonymous
New York Hospital-Cornell Medical Center
$50,000,000

Mr. and Mrs. Harry B. Helmsley
New York Hospital-Cornell Medical Center
$33,000,000

Leonard N. Stern
New York University
$30,000,000

Albert B. Alkek
Baylor College of Medicine
$25,000,000

Leslie H. Wexner
Ohio State University
$25,000,000

Bill and Camille Cosby
Spelman College
$20,000,000

A. Alfred Taubman
John F. Kennedy School of Government of Harvard University
$15,000,000

Herbert and Florence Irving
Columbia College
$11,000,000

Peter S. Kalikow
New York Hospital-Cornell Medical Center
$10,000,000

Paul G. Allen
University of Washington
$10,000,000

Henry R. Kravis
Mount Sinai Medical Center
$10,000,000

Bill Daniels
University of Denver
$10,000,000

Laurence A. and Preston R. Tisch
Metropolitan Museum of Art
$10,000,000

Pamela and W. Averell Harriman
Columbia College
$10,000,000

James A. and Carol Collins/Eugene S. and Maxine Rosenfeld
University of California-Los Angeles
$10,000,000

Edra W. Brophy
University of California-Irvine College of Medicine
$8,500,000

Arthur A. Jones
University of Florida
$8,500,000

William S. and Mildred Lasdon
New York Hospital-Cornell Medical Center
$8,500,000

Oliver and Betty Elliott
Wichita State University
$7,600,000

Morris A. Schapiro
Columbia College
$7,000,000

Joan Kroc
University of Notre Dame
$6,000,000

Lawrence A. Wien
Columbia College
$6,000,000

H. Thomas Hallowell, Jr.
Pennsylvania State University
$6,000,000
($4.5 million was in land)

Murray H. Goodman
Lehigh University
$5,000,000

Lyla A. Fluke
University of Washington
$5,000,000

Mr. and Mrs. Robert S. Jepson Jr.
University of Richmond
$5,000,000

Nancy Harmon
Southern Methodist University
$5,000,000

S. Roger Horchow
Yale University
$5,000,000

Kathryn Wasserman Davis and Shelby Cullom Davis
Wellesley College
$5,000,000

Edward and Sue Cooley/John and Betty Gray
Reed College
$4,700,000

Mr. and Mrs. David A. Harrison III
University of Virginia
$4,500,000

Norman S. Davis
Rider College
$4,430,000

Ron and Linda Tyler
Wichita State University's Shocker Field
$4,425,000

John D. Lusk
University of Southern California
$4,000,000

Baroness Mariuccia Zerrilli-Marimo
New York University
$4,000,000

Anonymous
Albert Einstein College of Medicine of Yeshiva University
$3,500,000

Abraham D. Gosman
Brandeis University
$3,500,000

Charles F. Knight
Washington University
$3,400,000

Fairleigh Dickinson Jr.
Fairleigh Dickinson University
$3,000,000

Mr. and Mrs. Michael E. Steinhardt
Brooklyn Botanic Garden
$3,000,000

Anonymous
University of Richmond
$3,000,000

John W. Kluge
University of Virginia
$3,000,000

Ralph E. Becker
Southern Illinois University
$3,000,000
(Approximately)

Marguerite and H.F. Lenfest
Washington and Lee University
$3,000,000

George Rothman
Fairleigh Dickinson University
$3,000,000

William and P.T. Farinon
Lafayette College
$3,000,000

Frank J. and Sylvia G. Pasquerilla
St. Francis College
$3,000,000

Wendy Reves
College of William and Mary
$3,000,000
(Over three years)

Ira Rothgerber Jr.
University of Colorado Health Science Center
$3,000,000

Anonymous
New York University
$2,930,000

Anonymous
New York University
$2,800,000

Herb and Lani Alpert
University of Southern California
$2,500,000

John M. Huntsman Family
University of Utah
$2,500,000

Norman, Barbara & Frances McClelland
University of Arizona
$2,500,000

Richard A. Henson
Salisbury State College (Maryland)
$2,500,000

Hugh Culverhouse
University of Florida
$2,500,000

Clinton C. and Susan A. Atkins
University of Illinois
$2,500,000

Mrs. Vincent Astor
New York Hospital-Cornell Medical Center
$2,500,000

Muriel Block
San Diego School System
$2,250,000

Mr. and Mrs. Charles Luckman
California State University-Los Angeles
$2,100,000

Drs. William F. and Virginia C. Mitty
New York University
$2,004,000

Walter H. Annenberg
Howard University
$2,000,000

Hugh Culverhouse
University of Alabama
$2,000,000

Children of Russell N. Barringer Sr.
Duke University
$2,000,000

Harry J. and Helen Buckley Gray
University of Hartford
$2,000,000

Anonymous
Northwestern University
$2,000,000

Attorney Reba Engler Daner
University of Miami
$2,000,000

Ruth Lilly
Indiana University/Purdue University
$2,000,000

Mr. and Mrs. Thomas S. Murphy
New York University
$2,000,000

Stanley and Kathleen Glaser
University of Miami School of Medicine
$2,000,000

T. Walter Brashier
Greenville Technical College
$2,000,000

J. Lloyd and Dorothy Huck
Pennsylvania State University
$2,000,000

Mrs. Janet Coors
Colorado School of Mines
$2,000,000

Jack L. Wolgin
University of Pennsylvania
$2,000,000

Hulman and George Families
Indiana State University
$2,000,000

H. Curt Hege Sr. and Patricia Shields Hege
Guilford College
$1,750,000

Edward J. and Vivien Bauman
Guilford College
$1,750,000

Mrs. Florence Alexander
New York University
$1,700,000

Anonymous
University of Texas-Austin
$1,650,000

Mr. and Mrs. Theodore R. Sills
Northwestern University
$1,600,000

Anonymous
Kalamazoo College
$1,600,000

DeWitt Wallace
National Endowment for the Humanities
$1,500,000

Mrs. Lawrence Hicks
Northwestern University
$1,500,000

Iris and B. Gerald Cantor
New York Hospital-Cornell Medical Center
$1,500,000

Anonymous
Ohio State University
$1,500,000

Gary A. Rosenberg
University of Southern California
$1,500,000

Yasuhiro and Hiroko Goh
The Phillips Collection Museum
$1,500,000

Mrs. Margaret S. Kramer
New York University
$1,500,000

Jane B. and Eric T. Nord
Case Western Reserve University
$1,500,000

Mary L.F. Wiley
University of Virginia
$1,500,000

Anonymous
New York University
$1,500,000

Mr. and Mrs. Stephen H. Weiss
New York Hospital-Cornell Medical Center
$1,500,000

Muriel Block
San Diego Museum of Art
$1,500,000

Karl and Stevie Eller
University of Arizona
$1,500,000

Dwight, Norma and Robert Q. Sutherland
University of Kansas
$1,500,000

Clinton Mills
Presbyterian College
$1,500,000

Michel David-Weill
New York Hospital-Cornell Medical Center
$1,500,000

Anonymous
Presbyterian College
$1,451,455

Dr. Helmer R. and the late M. Helen Myklebust
Augustana College
$1,300,000

Bernard Chaus
New York Hospital-Cornell Medical Center
$1,250,000

Michael Price
New York University
$1,250,000

Mrs. J. Roy Psaty
New York Hospital-Cornell Medical Center
$1,250,000

Mr. and Mrs. John L. Loeb
New York Hospital-Cornell Medical Center
$1,250,000

Seyyad Ali Shamseddin Golestaneh
Princeton University
$1,250,000

Mr. and Mrs. Jerome Fisher
New York Hospital-Cornell Medical Center
$1,250,000

Anonymous
New York Hospital-Cornell Medical Center
$1,250,000

Mr. and Mrs. Bernard A. Marden
New York University
$1,250,000

L.V. Eberhard
Grand Valley State College
$1,250,000

Mrs. John A. and Barry L. MacLean
Dartmouth College Thayer School of Engineering
$1,250,000

Akzo N.V.
University of Massachusetts
$1,200,000

Mr. and Mrs. Jerry Landsberg
New York University
$1,200,000

Anonymous
University of Wisconsin
$1,200,000

Mandell Weiss
University of San Diego
$1,200,000

Malcolm Schuldes
St. Norbert College
$1,200,000

Ohio State's 1968 National Championship Football Team
Ohio State University's Department of Athletics Scholarship Fund
$1,200,000

Anonymous
University of Texas
$1,200,000

Herbert and Dorothy Towne
California Institute of Technology
$1,161,637

Dr. and Mrs. Ervin Gombos
New York University
$1,100,000

Elmer Kaiser and Janet Ambach Kaiser
University of Wisconsin
$1,000,000

A. Morris and Ruth Williams
Clemson University
$1,000,000

King Fahd of Saudi Arabia
American University of Beirut
$1,000,000

Roger Pace
Atlantic Christian College
$1,000,000

Anonymous
Northwestern University
$1,000,000

Joel E. Smilow
Yale University
$1,000,000

Morris & Alice Kaplan
Northwestern University
$1,000,000

Nora and Charles Hester
University of California-Irvine
$1,000,000

A. Laura Mateer
Pennsylvania State University
$1,000,000

A. Morris and Ruth Williams
Duke University
$1,000,000

Anonymous
State University of New York-Buffalo
$1,000,000

Charles E. and Mary J. Bruckmiller Spahr
University of Kansas
$1,000,000

William E. Leonhard
Pennsylvania State University
$1,000,000

Anonymous
Lycoming College
$1,000,000

Walter Glass
Northwestern University
$1,000,000

Ellen and Walt Cunnington
Southern Illinois University
$1,000,000

Alex and Betty Schoenbaum
Ohio State University
$1,000,000

Tom and Myra Devlin
Wichita State University
$1,000,000

Anonymous
Abilene Christian University
$1,000,000

Milton Z. Thorson
University of Evansville
$1,000,000

A.V. Williams
University of Maryland-College Park
$1,000,000

Frank P. Smeal
Citizens Budget Commission-New York
$1,000,000

Stanley Learned
University of Kansas
$1,000,000

Alonzo G. Decker Jr.
Washington College-Maryland
$1,000,000

John T. Lupton
Emory University
$1,000,000

Anonymous
University of Utah
$1,000,000

Joseph M. Murphy
Iona College
$1,000,000

Leo Block
University of Denver
$1,000,000

Eleanor M. Carlson
University of Rhode Island
$1,000,000

Ogden D. Carlton II
University of the South
$1,000,000

Mrs. Samuel A. Seaver
New York Hospital-Cornell Medical Center
$1,000,000

John L. Weinberg
New York Hospital-Cornell Medical Center
$1,000,000

Dominick Peburn
New Milford Hospital
$1,000,000

Preston Robert Tisch
Children's Museum of Manhattan
$1,000,000

George J. and Yolanda G. Barco
University of Pittsburgh
$1,000,000

Saul and Seymour Ruck
Brandeis University
$1,000,000

Lewis Zirkle
Ohio State University
$1,000,000

Anonymous
Wichita State University
$1,000,000

Family of Hubert C. Moog
Washington University
$1,000,000

Anonymous
Fox Chase Cancer Center
$1,000,000

Robert L. and Ruth Gooding Wigor
Ohio State University
$1,000,000

Albert Alkek
Houston Grand Opera
$1,000,000

Friedt Family
Nova University
$1,000,000

Anonymous
Arkansas College
$1,000,000

Mary and Barry Bingham Sr.
Centre College
$1,000,000

Elizabeth Stanback
Catawba College
$1,000,000

Leo V. Berger
Cornell University
$1,000,000

Dr. Frederick Philips
Emory University
$1,000,000

Ralph E. Wareham
University of Iowa
$1,000,000

Jacob Burns
George Washington University
$1,000,000

Dean W. Roach
Catholic University of America
$1,000,000

Anonymous
Culver Military Academy and Culver Girls Academy
$1,000,000

Reed and Rita Sprinkel
University of California-Irvine
$1,000,000

Mr. and Mrs. Bernard Schwartz
New York University
$1,000,000

Friends of Charles A. Hayes
University of North Carolina-Greensboro
$1,000,000

Mr. and Mrs. E. John Rosenwald Jr.
New York University
$1,000,000

Donald and Joan Diamond
University of Arizona
$1,000,000

William A. Hazel
George Mason University
$1,000,000

Ken and Bara Wagnon
University of Kansas
$1,000,000

Anonymous
University of Miami
$1,000,000

Robert E. Kirby
Pennsylvania State University
$1,000,000

Mr. and Mrs. C.W. Conn
Lamar University
$1,000,000

John and Kay Morese
Wichita State University
$1,000,000

Paul A. Elfers
University of Wisconsin-Madison
$1,000,000

Kenneth N. Pontikes
Southern Illinois University
$1,000,000

Roy M. and Phyllis Gough Huffington
Southern Methodist University
$1,000,000

Thomas J. Holce
Pacific University
$1,000,000

William Emil Saupe
Washington State University
$1,000,000

Mr. and Mrs. Stanley A. Kaplan
New York University
$1,000,000

George C. Page
Pepperdine University
$1,000,000

W.A. Jr. and Deborah Moncrief
University of Texas M.D. Anderson Hospital and Tumor Institute
$1,000,000

George D. and Harriet W. Cornell
Cornell University
$1,000,000

Sidney J. Brown, Esquire
New York University
$1,000,000

Notes for Giving by Individuals

1/ Dow Jones & Company, Inc. and Standard & Poor's Corporation, as provided to the Council of Economic Advisors, *Economic Indicators*, various issues, U.S. Government Printing Office, Washington, D.C.

2/ Virginia A. Hodgkinson and Murray S. Weitzman, *Giving and Volunteering in the United States: Findings from a National Survey*, 1988, Independent Sector.

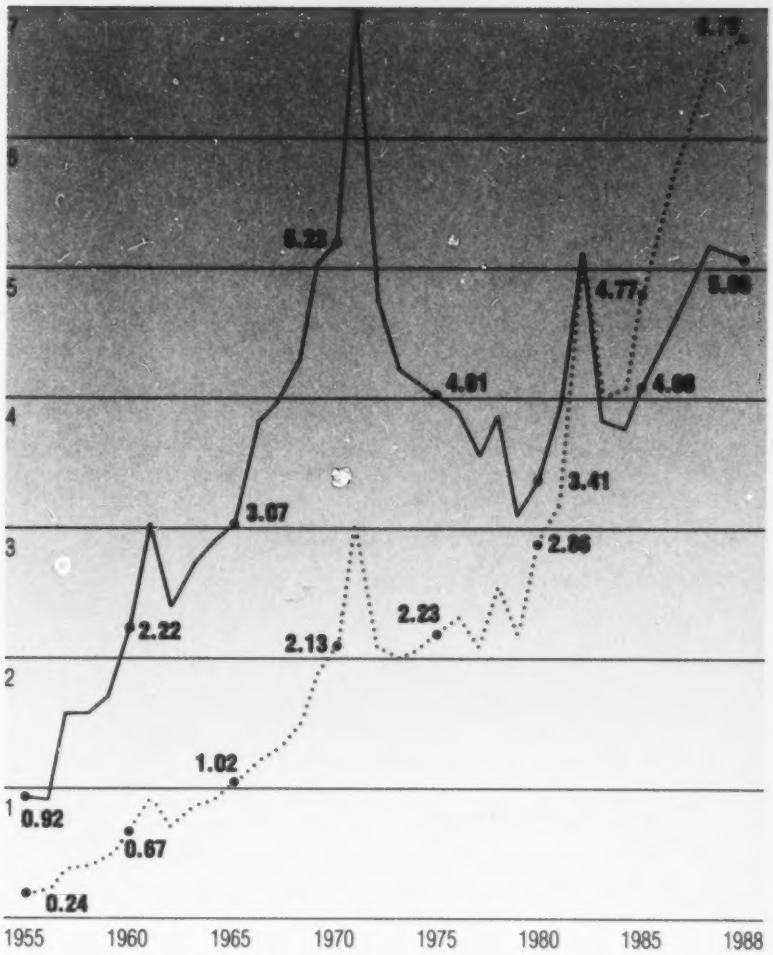
3/ *Charitable Giving: What Contributors Want to Know*, September 1988, National Charities Information Bureau, New York City. The study excludes information pertaining to religious organizations; therefore the findings are not particularly comparable with the findings in the Gallup/Independent Sector study, cited at 2 above.

4/ Unpublished statistics, U.S. Office of Personnel Management; United Way of America.

5/ Hodgkinson and Weitzman, op. cit. Page 8, Table 1.5.

Bequests 1955–1988
(Current $ vs. Inflation-Adjusted $)

($ in Billions)



..... Current $

_____ Constant $
(1982 = 100)

Table 11: Bequests ($ in Billions)

	Amount		Amount
1970	$2.13	**1980**	2.86
1971	3.00	**1981**	3.58
1972	2.10	**1982**	5.21
1973	2.00	**1983**	3.88
1974	2.07	**1984**	4.04
1975	2.23	**1985**	4.77
1976	2.30	**1986**	5.70
1977	2.12	**1987**	6.58
1978	2.60	**1988**	6.79
1979	2.23		

Source: IRS for data through 1980.

Bequests to charitable and other nonprofit organizations in 1988 reached an estimated $6.79 billion, up 3.19 percent from the revised estimate of $6.58 billion donated the year before.

When adjusted for inflation, the amount bequeathed registered a decline of 1.52 percent.

Bequests accounted for 6.51 percent of total giving for the year.

The estimate of giving by bequest is based on early reports from health, human service, arts and public/society benefit organizations surveyed by the AAFRC Trust for Philanthropy, and from colleges and universities surveyed by the Council for Aid to Education. Because the amount bequeathed each year depends on the life span of donors, bequests remain the most volatile and unpredictable source of giving.

Trends in Bequests

As expected, about three quarters of the bequests in 1988 were made to colleges and universities. Another fifth went to health organizations, and the remaining five percent went to religious, human service, arts, public/society benefit, and other causes and organizations.

Nevertheless, an arts institution received one of the three largest bequests reported during the year. The Art Institute of Chicago secured a gift of $10 million from the estate of Daniel and Ada Rice, formerly of Wheaton, Illinois. The two other bequests in that amount went to higher education. The University of Nebraska received its bequest from the estate of Richard H. Larson, and the University of South Alabama received its gift, in the form of land and other property as well as cash, from the estate of Louise Lenore Locke.

The Daniel and Ada Rice estate also bequeathed $3 million to the John G. Shedd Aquarium in Chicago. The gift will support the Aquarium's Oceanarium, in which whales, dolphins, and other oceanic wildlife will disport. Finally, the Rice estate bequeathed $2 million to the Chicago Historical Society for its modernization effort.

Table 12: Distribution of Large Bequests
($1 Million and Above)

Use	Amount	% of Total
Religion	$ 0	0.0%
Education	72,091,387	81.0%
Health	1,900,000	2.1%
Human Service	0	0.0%
Arts, Culture & Humanities	15,000,000	16.9%
Public/Society Benefit	0	0.0%
All Other Uses	0	0.0%
	$88,991,387	100.0%

Large Bequests

Estate of Daniel and Ada Rice
Art Institute of Chicago
$10,000,000

Estate of Louise Lenoir Locke
University of South Alabama
$10,000,000
Property

Estate of Richard H. Larson
University of Nebraska
$10,000,000

Estate of Frank H. Ricketson Jr.
University of Denver
$5,000,000

Estate of Edwin B. Green
University of Iowa
$4,000,000

Estate of Winthrop Bushnell Palmer
Long Island University
$4,000,000

Estate of Alfred L. Foulet
Princeton University
$3,800,000

Estate of Emert and Edna Witaschek
Illinois College
$1,250,000

Estates of J. Rives Childs
Randolph-Macon College
$1,200,000

Estate of Robert J. Gill
Western Maryland College
$1,050,000

Estate of Une G. MacMillan
Northwestern University
$1,004,387

Estate of Daniel and Ada Rice
John G. Shedd Aquarium
$3,000,000

Estate of Lucille M. Kennedy
Ohio State University
$2,500,000

Estates of Orlean Bullard Beeson
Samford University
$2,400,000

Estate of Leigh B. Block
Northwestern University
$2,037,000

Estate of Daniel and Ada Rice
Chicago Historical Society's Modernization Program
$2,000,000

Descendants of Ambrose N.G. and William E. Gonzales
University of Southern Carolina
$2,000,000

Estate of Henry M. Rockwell
University of Texas-Austin
$1,000,000

Estates of Stanley and Flora Kappe
Pennsylvania State University
$1,000,000

Estates of John A. Schneider
St. Ambrose University
$1,000,000

Estate of Irwin E. and Frederick E. Nemmers
Northwestern University
$1,000,000

Estates of Eva L. and Joseph M. Bruening
John Carroll University
$1,000,000

Estate of Clara A. Drefs
St. Louis University
$1,000,000

Estate of Wayne H. Buell and Vita S. Buell-Craig
Lawrence Institute of Technology
$2,000,000

Estate of Nathan Cummings
New York Hospital-Cornell Medical Center
$1,900,000

Estate of Helen L. Stewart Harstine
Lafayette College
$1,700,000

Estates of Lucille B. Pillow
University of Texas-El Paso
$1,600,000

Estate of Edith Haas Redmond
University of Southern California
Campaign for USC
$1,300,000

Franklin W. Shilling
Millikin University
$1,250,000

Audrienne H. Moseley
University of California-Los Angeles
$1,000,000

R.J. and Oressa McCaslin
Boise State University
$1,000,000
Cash, Stocks, and Real Estate

Estate of Kathleen Flynn Farness
University of Arizona
$1,000,000

Family of John Stewart Bryan
University of Virginia
$1,000,000

Estate of Lawrence R. Hummel
Bethany College
$1,000,000

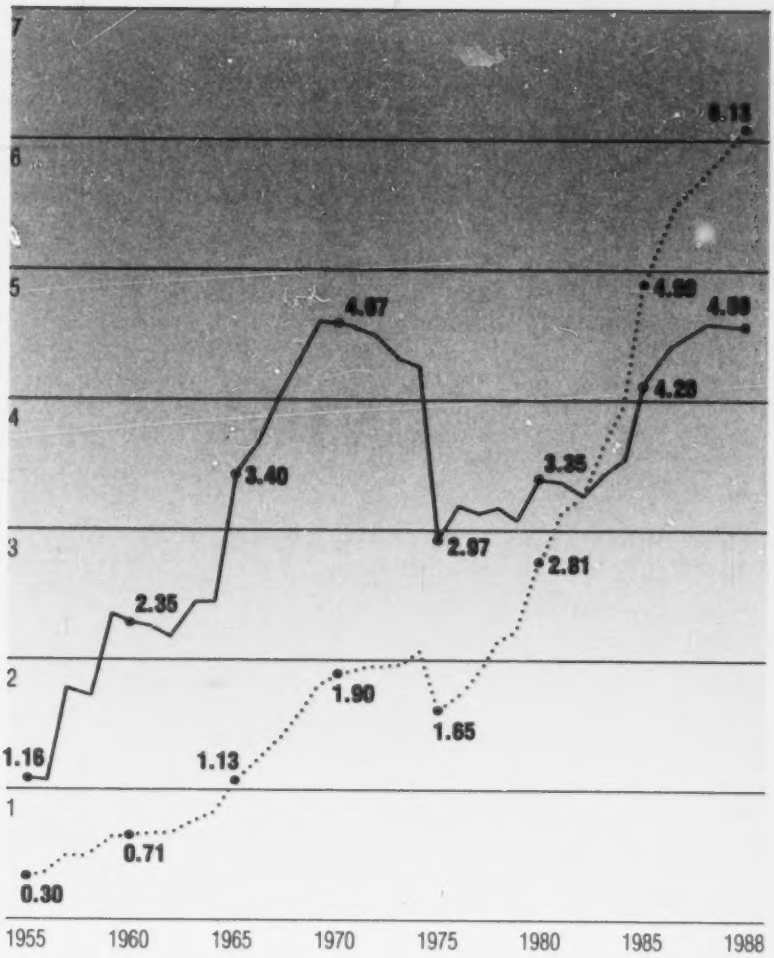
Estate of Caroline Zelaznik Gross
Harvard University
$1,000,000

Estate of Alan Squitieri
University of Florida
$1,000,000

Estate of Zona Richardson
Bethany College
$1,000,000

Foundation Grants 1955–1988
(Current $ vs. Inflation-Adjusted $)

($ in Billions)



..... Current $

——— Constant $
(1982 = 100)

Table 13: Foundation Grants ($ in Billions)

	Amount		Amount
1970	$1.90	**1980**	2.81
1971	1.95	**1981**	3.07
1972	2.00	**1982**	3.16
1973	2.00	**1983**	3.60
1974	2.11	**1984**	3.95
1975	1.65	**1985**	4.90
1976	2.00	**1986**	5.43
1977	2.17	**1987**	5.88
1978	2.17	**1988**	6.13
1979	2.24		

Note: Corporate foundations excluded. Source: The Foundation Center for figures through 1985.

America's independent and community foundations, excluding those serving as adjuncts to corporations, granted an estimated $6.129 billion in 1988 to charitable and other nonprofit organizations — an increase of 4.32 percent over the estimated $5.876 billion granted the year before.

When adjusted for inflation, the 1988 grants reflected a tiny decrease of 0.51 percent — the first "real" decrease since 1981.

Foundation grants represented 5.88 percent of total giving for the year.

The estimate of giving by foundations is based on an annual survey of several hundred foundations considered by the Foundation Center as representative of foundation activity nationwide. The survey results are adjusted to minimize late-breaking developments, such as a surge in the grants or assets of any one large foundation, which may skew the estimates in an unrepresentative manner. Such developments are typical in any given year.

Slight Asset Growth

The decline in the growth of foundation grants in 1988 accompanied an even steeper decline in the growth of foundation assets. Independent, community and operating foundations saw their collective assets rise to an estimated $113.531 billion by the end of 1988, up only 2.69 percent from the revised estimate of $110.557 billion in 1987.[1] This growth rate was less than half the 7.15 percent growth rate of the year before.

The slight asset increase most likely resulted from the stock market plummet of October, 1987. Although the market began to improve towards the end of the year — especially compared to the same period the year before — the rally seemed to have had little positive impact on overall foundation assets. Compared to 1987, the market as a whole was down between 7.3 and 9.5 percent (as measured by the Standard & Poor's and Dow Jones indexes, respectively).

While tax revenues from foundations were up in 1988, inflation accounted for most of the increase. The IRS collected $229.4 million in excise taxes, up 5.2 percent over the amount collected in 1987 — the year of the crash. But inflation for 1988 amounted to 4.78 percent.[2]

Distribution of Foundation Grants

Welfare and health services each received about a quarter of foundation grants in 1987, the latest year for which data is available, according to the Foundation Center.[3] (The welfare category, as defined by the Center, includes human services, environmental protection, rural and urban development, law enforcement, recreation and other functions.) Education received about 17 percent, arts and cultural activities obtained 14 percent, and institutions conducting science and social science projects were allot-

ted most of the remaining 19 percent. (See Table 14.)

Table 14: Distribution of Foundation Grants, 1987* (Amounts in $000)

	Amount	Percent
Welfare	$583,187	25.88
Health	569,509	25.27
Education	379,971	16.86
Cultural Activities	326,043	14.47
Social Science	195,577	8.68
Science	156,455	6.94
Religion	43,084	1.91

*Excluding corporate foundations. Based on sample of 392 representative independent and community foundations. Percent may not total 100 because of rounding.

Source: *The Foundation Grants Index*, 17th Edition, 1989, The Foundation Center.

Focus on Children and the Future

Pace-setting foundations in 1988 focused on the role of institutional grantmakers in a future environment marked by: growing child poverty and homelessness, a declining supply of competent teachers, an unending AIDS epidemic, inadequate health care, a population consisting of more seniors and a changing ethnic makeup, lower levels of minority participation in higher education — and increased oversight by the IRS and state regulators on foundation and nonprofit finances.

These were among the issues explored at the 39th annual conference of the Council on Foundations, which represents some 11,000 grantmakers. Convening in Los Angeles under the theme "Facing the Future Now," more than 1700 representatives of foundations, nonprofits and research organizations heard Harvard psychiatry professor and author Robert Coles urge foundations and corporate donors to pay more serious attention to programs that develop a nurturing environment for children.

As examples of creative action in this area, Coles urged grantmakers to "involve college students and professors in their efforts to help school children and to demand more from the colleges that receive foundation dollars." He added that "community service need not be extracurricular" — that is, students should participate in community endeavors as a part of their basic college education.

Coles also suggested that foundations expand their grantmaking to include "oddballs" who wish to provide services to children, and to "consider unusual individuals, not just institutions. Look at mavericks, some people ready to depart from the obvious, who are ready to take on municipalities and power."[4]

(Several months after the conference, two groups of grantmakers with specific interests in youth met to review in detail such issues as the impact of poverty on children, alcohol and drug abuse, homelessness, and school restructuring.[5])

Four mini-plenary sessions at the annual conference were devoted to:

- The interdependence of economics,

population, and the environment;

- New patterns of immigration to the United States, and the efforts needed to provide adequate services to a changing ethnic population;
- The media's impact — positive and negative — on human behavior and decision making;
- The "dizzying pace" of change in the values by which Americans live, and the forces likely to accelerate those changes in the near future.

Evaluating Foundations

A project to evaluate how well community foundations serve the "disadvantaged and disenfranchised" was announced at the end of 1988 by the National Committee for Responsive Philanthropy (NCRP), a service organization representing coalitions of nonprofits promoting human rights, environmental protection, special education, and other causes. The project was developed after a year of discussion among NCRP Board members on approaches to foundation reform.

Among the reasons community foundations were selected for review were: they are exempt from many regulatory requirements because they are not legally classified as private foundations; they represent a rapidly growing segment of grantmakers (from 72 in 1975 to 160 in 1985); and they will be celebrating their 75th birthday in 1989.

The project was announced with the release of results of a survey of NCRP members on foundation evaluation in general. According to the NCRP, respondents showed "strongest interest" in recommendations to:

- "Publicly challenge foundations by evaluating and rating [their] performance" through studies of "foundation board composition and risk-taking in grantmaking";
- Create a "counterpart to the National Charities Information Bureau and the Council of Better Business Bureaus' Philanthropic Advisory Service, rating foundations rather than charities";
- "Publicly reward foundations for good performance" through newsletter mention of foundations that especially assist the economically and politically disenfranchised, and annual awards to the "ten best" grantmakers.

According to NCRP, the basic message of survey respondents appeared to be: "Critique performance, but do it using a fair process."[6]

Foundation Highlights

Significant developments in the foundation world during 1988 included:

- Appointment of several new heads of major foundations, including Peter C. Goldmark, Jr. to the Rockefeller Foundation, and Adele Simmons to the MacArthur Foundation.
- Establishment of a new Commission

on Science, Technology and Government at the Carnegie Corporation of New York. The Commission's aim is "to seek ways in which the branches of government can encourage and use the contributions of the scientific community," according to David A. Hamburg, the Carnegie Corporation's president. In a release announcing the commission, Hamburg said, "Scientific advances have provided an unprecedented basis for technological innovation, especially in the context of political and economic freedom. The immense potential of these developments poses a challenge to government beyond prior experience."

- A near doubling of funds to AIDS projects over the previous year. By mid-August, 1988, foundations had contributed almost $23 million to fight the disease, up from a little more than $12 million in 1987. Since 1983, the foundation world (including corporate foundations) donated $51.6 million. The largest donor by far has been the Robert Wood Johnson Foundation, which has provided almost $27 million since 1983. The next largest donor was the Joan B. Kroc Foundation, which gave $4 million during the same five-year period.[7] (Additional information on foundations and AIDS appears in the section on Giving to Health.)
- Establishment of the National Geographic Society Education Foundation, with a $20 million grant from the Society, to improve the teaching of geography in elementary and secondary schools.[8]
- Continuation of the trend towards "affinity groups" among foundation donors. Such groups are ad hoc coalitions of grantmakers who share common program and funding interests. Some of the groups cosponsor meetings and publications. Affinity groups have been formed largely in fields of human services, education and health.

Types of Foundations

Four types of foundations exist in the United States: independent, community, operating and corporate or company-sponsored. Of the four, independent foundations are the most numerous, comprising about 80 percent of the nation's 27,000 grantmakers. Their funds are usually bestowed by families and individuals, and their grants are generally disbursed within specific subject or program areas.

Community foundations — defined as public charities by the Internal Revenue Service — derive their funds from other foundations and individuals, and seek to develop and improve the resources and indigenous leadership in specific geographic locales.

Operating foundations allocate almost all their funds to the programs they themselves manage.

Corporate foundations, which com-

prise about five percent of all foundations but which allocate between 15 to 17 percent of the grants, are created and managed by private businesses to carry out corporate giving policy. Like independent foundations, corporate grantmakers tend to direct their gifts to specific program areas. (*Giving USA* includes corporate foundation data in its section on corporate giving.)

Table 15: Distribution of Foundation Grants by Sub-category, 1987 ($000)

Subject	Community Foundations		Independent Foundations	
	Dollar Value	% of Total	Dollar Value	% of Total
Cultural Activities				
General	$ 8,180	5.2%	$ 79,557	3.8%
Art & Architecture	4,405	2.8%	52,498	2.5%
History	1,673	1.1%	26,376	1.3%
Language & Literature	1,052	0.7%	34,617	1.7%
Media & Communications	1,069	0.7%	32,498	1.5%
Music	4,596	2.9%	34,014	1.6%
Theater & Dance	4,379	2.8%	41,130	2.0%
Total Cultural Activities	$25,354	16.2%	$300,690	14.3%
Education				
General	$ 1,714	1.1%	$ 16,011	0.8%
Adult & Continuing	518	0.3%	19,002	0.9%
Elementary & Secondary	8,881	5.7%	61,945	3.0%
Higher (General)	10,113	6.5%	257,385	12.3%
Vocational	399	0.3%	4,002	0.2%
Total Education	$21,625	13.8%	$358,345	17.1%
Health				
General	$ 2,039	1.3%	$ 23,178	1.1%
Medical & Health Education	4,111	2.6%	86,710	4.1%
Medical Care & Treatment	9,446	6.0%	168,045	8.0%
Medical Research	4,396	2.8%	112,114	5.3%
Mental Health	4,920	3.1%	40,042	1.9%
Public Health	7,799	5.0%	106,710	5.1%
Total Health	$32,711	20.9%	$536,799	25.6%

(Continued)

Table 15: Distribution of Foundation Grants by Sub-category, 1987 *(Continued)*

Subject	Community Foundations		Independent Foundations	
	Dollar Value	% of Total	Dollar Value	% of Total
Religion				
General	$4,109	2.6%	$21,279	1.0%
Religious Education	350	0.2%	17,345	0.8%
Total Religion	$4,459	2.9%	$38,624	1.8%
Science				
General	$ 419	0.3%	$ 40,655	1.9%
Life Sciences	12,924	8.3%	41,188	2.0%
Physical Sciences	70	0.0%	43,496	2.1%
Technology	299	0.2%	17,404	0.8%
Total Science	$13,712	8.8%	$142,743	6.8%
Social Science				
General	$ 69	0.0%	$ 23,673	1.1%
Anthropology	30	0.0%	7,809	0.4%
Economics	38	0.0%	19,611	0.9%
Law & Legal Education	750	0.5%	15,971	0.8%
Political Science	1,673	1.1%	125,953	6.0%
Total Social Science	$2,560	1.6%	$193,017	9.2%
Welfare				
General	$20,977	13.4%	$125,830	6.0%
Business & Employment	6,413	4.1%	56,180	2.7%
Community Affairs	8,120	5.2%	41,021	2.0%
Consumer Interests	177	0.1%	313	0.0%
Crime & Law Enforcement	1,642	1.1%	14,498	0.7%
Environment & Energy	2,836	1.8%	93,300	4.4%
Equal Rights & Legal Serv	2,982	1.9%	42,448	2.0%
Recreation	4,862	3.1%	75,581	3.6%
Rural Development	146	0.1%	26,417	1.3%
Urban Development	7,687	4.9%	51,754	2.5%
Total Welfare	$55,842	35.7%	$527,342	25.1%
Total Grants for Type	$156,263		$2,097,560	

* Excluding corporate foundations.

Source: The Foundation Grants Index, 17th Edition, 1989, The Foundation Center. Data reflects grants of 392 independent and community foundations.

Table 16: Grants and Assets of Surveyed Foundations, 1987–1988

Foundation	Grants 1988	Grants 1987	Percent Diff.	Assets 1988	Assets 1987	Percent Diff.
Achelis Foundation	$ 700,000	$ 700,000	0.00%	$ 7,127,000	$ 16,000,000	7.04%
Ahmanson Foundation	13,794,543	16,343,720	−15.60%	386,111,309	350,415,000	10.19%
Albuquerque Community Foundation	127,810	328,887	−61.14%	3,170,381	1,054,309	200.71%
Alcoa Foundation	10,759,664	10,453,387	2.93%	228,000,000	214,000,000	6.54%
Altman Foundation	4,034,725	4,098,275	−1.55%	97,360,636	94,789,367	2.71%
Anschutz Family Foundation	606,900	727,550	−16.58%	6,549,863	6,473,862	1.17%
Vincent Astor Foundation	1,230,500	1,390,700	−11.52%	23,606,449	24,807,677	−4.84%
Mary Reynolds Babcock Foundation	3,046,268	3,094,436	−1.56%	51,071,756	50,086,811	1.97%
Claude Worthington Benedum Foundation	7,056,551	6,678,216	5.67%	146,790,484	145,275,405	1.04%
Mary Duke Biddle Foundation	612,572	577,159	6.14%	13,595,650	12,226,559	11.20%
William Bingham Foundation	1,053,565	769,000	37.00%	22,400,000	22,584,000	−0.81%
Charles K. Blandin Foundation	7,933,670	5,439,502	45.85%	165,000,000	24,376,362	576.89%
Bodman Foundation	1,980,000	1,980,000	0.00%	33,500,000	31,900,000	5.02%
Boettcher Foundation	4,886,000	5,074,643	−3.72%	99,990,000	92,129,808	8.53%
Boston Foundation Inc.	12,094,964	12,876,816	−6.07%	204,959,823	194,375,685	5.45%
Robert Bowne Foundation Inc.	389,000	281,000	38.43%	6,506,000	5,958,506	9.19%
Lynde and Harry Bradley Foundation Inc.	23,105,133	18,310,024	26.19%	339,775,000	377,375,000	−9.96%
Otto Bremer Foundation	3,272,986	3,341,555	−2.05%	71,000,000	68,332,378	3.90%
Bridgeport Area Foundation Inc.	520,439	435,088	19.62%	7,050,840	6,011,100	17.30%
Emil Buehler Foundation Inc.	20,000	22,000	−9.09%	1,200,000	1,514,454	−20.76%
Buffalo Foundation	1,850,330	1,425,788	29.78%	27,720,453	24,000,553	15.50%

(Continued)

Table 16: Grants and Assets of Surveyed Foundations, 1987–1988 *(Continued)*

Foundation	Grants 1988	Grants 1987	Percent Diff.	Assets 1988	Assets 1987	Percent Diff.
Buhl Foundation	$ 985,023	$ 1,035,811	−4.90%	$ 34,583,787	$ 36,151,540	−4.34%
Charles E. Burchfield Foundation Inc.	30,000	32,000	−6.25%	n/a	n/a	n/a
Florence V. Burden Foundation	400,000	650,177	−38.48%	11,485,015	12,218,078	−6.00%
Bush Foundation	13,371,000	13,890,000	−3.74%	360,476,000	332,263,000	8.49%
Witter Bynner Foundation for Poetry Inc.	75,227	57,275	31.34%	2,000,000	2,798,351	−28.53%
Louis Calder Foundation	4,383,060	4,348,300	0.80%	96,775,081	93,151,974	3.89%
California Community Foundation	6,661,881	4,290,807	55.26%	73,173,637	69,075,799	5.93%
Callaway Foundation Inc.	6,024,098	4,555,121	32.25%	136,251,210	135,403,142	0.63%
Carnegie Corporation of New York	36,940,556	34,434,938	7.28%	803,404,682	807,000,000	−0.45%
Amon G. Carter Foundation	7,574,222	8,856,042	−14.47%	170,000,000	160,000,000	6.25%
Mary Flagler Cary Charitable Trust	6,538,874	6,047,794	8.12%	103,146,182	113,833,904	−9.39%
Central New York Community Foundation Inc.	1,918,394	3,028,144	−36.65%	13,667,747	13,400,000	2.00%
Champlin Foundations	11,297,639	7,141,056	58.21%	209,907,639	200,606,411	4.64%
Ben B. Cheney Foundation	1,705,920	1,220,360	39.79%	42,360,869	37,366,847	13.36%
Chautauqua Region Community Foundation Inc.	405,283	297,846	36.07%	8,515,061	7,070,572	20.43%
Chicago Community Trust	22,004,575	22,613,361	−2.69%	269,457,800	278,024,000	−3.08%
Edna McConnell Clark Foundation	18,471,486	16,096,302	14.76%	372,055,000	384,500,000	−3.24%
Robert Sterling Clark Foundation Inc.	1,480,400	1,716,815	− 13.77%	46,507,253	51,038,529	−8.88%
Close Foundation Inc.	391,340	505,306	−22.55%	9,175,924	8,572,007	7.05%
Colorado Trust	7,811,146	6,986,816	11.80%	146,550,945	141,494,160	3.57%
Columbia Foundation	935,491	1,412,749	−33.78%	28,631,776	31,260,667	−8.41%
Columbus Foundation	10,300,000	7,890,000	30.54%	135,000,000	118,954,494	13.49%

S.H. Cowell Foundation	8,092,754	4,404,912	83.72%	106,000,000	102,000,000	3.92%
Commonwealth Fund	8,458,000	7,427,000	13.88%	281,500,000	299,156,099	−5.90%
Communities Foundation of Texas Inc.	44,123,835	17,242,731	155.90%	132,572,309	157,966,678	−16.08%
Coshockton Foundation	94,629	253,204	−62.63%	1,931,169	1,912,630	0.97%
Mary A. Crocker Trust	490,080	460,745	6.37%	11,482,283	10,931,000	5.04%
Crystal Trust	2,247,600	1,641,650	36.91%	46,300,000	45,000,000	2.89%
James H. Cummings Foundation Inc.	652,480	491,255	32.82%	n/a	n/a	n/a
Dade Community Foundation	2,310,516	1,086,490	112.66%	12,243,580	10,685,763	14.58%
Charles A. Dana Foundation Inc.	9,600,000	10,100,000	−4.95%	160,700,000	149,000,000	7.85%
Arthur Vining Davis Foundation	3,846,000	4,752,000	−19.07%	96,953,821	91,630,578	5.81%
Dayton Foundation	1,800,000	2,085,188	−13.68%	24,000,000	20,100,000	19.40%
DeFrees Family Foundation Inc.	158,000	141,400	11.74%	3,440,247	2,475,806	38.95%
Denver Foundation	1,049,300	1,482,685	−29.23%	20,000,000	19,578,860	2.15%
Cleveland H. Dodge Foundation Inc.	806,930	855,000	−5.62%	20,209,310	19,685,545	2.66%
Geraldine R. Dodge Foundation Inc.	7,982,526	7,665,332	4.14%	133,400,000	125,372,300	6.40%
Camille & Henry Dreyfus Foundation Inc.	1,898,155	1,972,943	− 3.79%	44,022,337	41,717,468	5.52%
Duke Endowment	43,193,502	41,417,157	4.29%	827,450,271	771,871,787	7.20%
Jessie Ball duPont Religious Charitable and Education Fund	4,913,928	6,145,181	−20.04%	122,283,073	112,273,807	8.92%
Educational Foundation of America	4,117,207	3,577,291	15.09%	91,322,262	85,706,425	6.55%
El Pomar Foundation	12,748,742	8,389,830	51.95%	218,800,000	181,068,928	20.84%
Lettie Pate Evans Foundation Inc.	3,014,000	1,999,600	50.73%	59,716,829	53,262,303	12.12%
Samuel S. Fels Fund	1,345,000	1,425,000	−5.61%	26,286,144	26,343,367	−0.22%
Field Foundation of Illinois Inc.	1,645,108	1,650,075	−0.30%	28,615,073	26,813,413	6.72%
Ford Foundation	177,485,991	212,205,228	−16.36%	5,037,728,000	5,300,000,000	−4.95%

(Continued)

Table 16: Grants and Assets of Surveyed Foundations, 1987–1988 *(Continued)*

Foundation	Grants 1988	Grants 1987	Percent Diff.	Assets 1988	Assets 1987	Percent Diff.
Parker B. Francis Foundation	$ 1,400,000	$ 1,400,000	0.00%	n/a	n/a	n/a
Mary D. and Walter F. Frear Eleemosynary Trust	439,325	461,910	−4.89%	10,007,525	6,645,324	50.59%
Frost Foundation Ltd.	1,279,015	1,013,480	26.20%	19,837,394	18,559,053	6.89%
Fund for New Jersey	797,377	917,494	−13.09%	19,163,311	20,303,195	−5.61%
Fund for the City of New York	299,200	271,217	10.32%	4,091,300	1,527,135	167.91%
Gannett Foundation Inc.	24,869,119	26,461,238	−6.02%	547,540,276	613,528,390	−10.76%
Gates Foundation	3,911,887	3,606,553	8.47%	90,800,000	87,700,000	3.53%
General Services Foundation	1,111,750	998,000	11.40%	21,000,000	21,702,097	−3.24%
Wallace Alexander Gerbode Foundation	1,938,434	1,406,217	37.85%	40,750,000	34,640,853	17.64%
Rollin M. Gerstacker Foundation	1,471,850	4,446,250	−66.90%	75,618,710	76,939,451	−1.72%
George Gund Foundation	10,902,060	7,621,885	43.04%	278,000,000	203,000,000	36.95%
Getty Grant Program	4,050,993	3,363,238	20.45%	3,982,184,662	4,140,843,881	−3.83%
Richard and Rhoda Goldman Fund	554,493	414,583	33.75%	5,765,928	4,643,000	24.19%
Morris Goldseker Foundation of Maryland Inc.	1,397,300	1,183,388	18.08%	36.735,287	33,760,939	8.81%
Philip L. Graham Fund	2,816,000	2,386,700	17.99%	54,000,000	54,064,000	−0.12%
William T. Grant Foundation	7,650,217	5,410,189	41.40%	130,800,000	127,427,000	2.65%
Greenwall Foundation	2,130,711	2,392,154	−10.93%	48,184,909	44,949,164	7.20%
Mary Livinston Griggs and Mary Griggs Burke Foundation	764,740	693,130	10.33%	13,904,551	16,031,799	−13.27%
Grotto Foundation Inc.	293,922	224,189	31.10%	4,476,333	4,063,421	10.16%
John Simon Guggenheim Memorial Foundation	6,900,400	7,056,000	− 2.21%	n/a	n/a	n/a
Evelyn and Walter Haas, Jr. Fund	1,331,637	1,311,285	1.55%	n/a	n/a	n/a

Paul and Mary Haas Foundation	509,692	515,592	−1.14%	891,301	1,147,872	−22.35%
Hall Family Foundation	10,000,000	10,000,000	0.00%	230,000,000	213,000,000	7.98%
Ewing Halsell Foundation	1,472,220	1,736,895	−15.24%	n/a	n/a	n/a
John A. Hartford Foundation Inc.	6,555,497	6,802,727	−3.63%	224,136,158	205,848,848	8.88%
Hartford Courant Foundation Inc.	564,625	552,500	2.19%	9,700,000	9,300,000	4.30%
Hartford Foundation for Public Giving	6,064,544	6,272,075	− 3.31%	125,894,523	114,692,423	9.77%
Charles Hayden Foundation	6,331,889	5,386,987	17.54%	132,251,468	145,693,479	−9.23%
Edward W. Hazen Foundation Inc.	458,120	444,275	3.12%	9,023,640	9,000,000	0.26%
Hearst Foundation Inc.	5,157,000	4,154,400	24.13%	117,000,000	111,000,000	5.41%
William Randolph Hearst Foundation	11,179,000	9,130,000	22.44%	255,000,000	243,000,000	4.94%
Howard Heinz Endowment	14,353,317	12,907,174	11.20%	425,000,000	387,569,090	9.66%
William and Flora Hewlett Foundation	31,925,422	32,236,579	− 0.97%	622,042,000	661,185,000	−5.92%
Hillman Foundation Inc.	2,242,875	1,896,755	18.25%	42,898,200	40,103,250	6.97%
Conrad N. Hilton Foundation	10,571,530	12,505,340	−15.46%	228,721,405	194,000,000	17.90%
George A. Hormel Testamentary Trust	83,930	96,100	−12.66%	1,200,527	1,204,571	−0.34%
Stewart W. & William C. Hoyt Foundation	589,433	525,044	12.26%	11,100,627	9,105,720	21.91%
Hudson-Webber Foundation	3,394,387	2,468,156	37.53%	74,787,528	69,299,282	7.92%
Independence Foundation	2,997,271	2,273,255	31.85%	68,956,617	64,494,000	6.92%
International Foundation	800,000	800,000	0.00%	12,000,000	15,156,000	−20.82%
James Irvine Foundation	19,440,661	15,745,457	23.47%	453,996,000	427,466,525	6.21%
Irwin-Sweeney-Miller Foundation	1,049,910	704,350	49.06%	322,000,000	578,329,000	−44.32%
Ittleson Foundation	1,090,000	1,141,000	−4.47%	15,366,000	14,879,558	3.27%
J.M. Foundation	2,735,000	3,113,655	−12.16%	23,946,130	23,657,698	1.22%
Jackson Foundation	422,074	472,803	−10.73%	8,432,594	8,836,487	−4.57%
Jerome Foundation	1,574,459	1,436,110	9.63%	32,920,614	34,284,001	−3.98%

(Continued)

Table 16: Grants and Assets of Surveyed Foundations, 1987–1988 *(Continued)*

Foundation	Grants 1988	Grants 1987	Percent Diff.	Assets 1988	Assets 1987	Percent Diff.
George Frederick Jewitt Foundation	$ 790,252	$ 901,686	−12.36%	$ 16,444,821	$ 16,019,040	2.66%
Robert Wood Johnson Foundation	87,552,500	85,444,000	2.47%	2,054,534,000	1,900,000,000	8.13%
Daisy Marquis Jones Foundation	963,782	1,049,384	−8.16%	18,563,723	17,287,656	7.38%
W. Alton Jones Foundation Inc.	9,763,128	9,788,601	−0.26%	170,492,302	159,232,806	7.07%
Joyce Foundation	12,365,531	11,524,811	7.29%	290,000,000	260,000,000	11.54%
Edith C. Justus Trust	226,736	219,675	3.21%	3,214,443	2,987,952	7.58%
J.M. Kaplan Fund, Inc.	6,147,000	5,827,000	5.49%	78,000,000	74,000,000	5.41%
Henry J. Kaiser Family Foundation	13,022,465	11,880,014	9.61%	373,847,507	354,413,428	5.48%
W.M. Keck Foundation	34,015,500	38,122,500	−10.77%	677,078,841	638,569,457	6.03%
W.K. Kellogg Foundation	107,106,934	88,979,208	20.37%	3,162,546,321	3,581,473,230	−11.70%
Robert S. and Grace B. Kerr Foundation Inc.	899,037	979,313	−8.20%	18,471,253	18,957,125	−2.56%
Robert J. Kleberg, Jr. and Helen C. Kleberg Foundation	3,271,366	1,648,000	98.51%	n/a	n/a	n/a
Knight Foundation	19,488,458	15,503,167	25.71%	482,371,219	435,132,256	10.86%
C.L.C. Kramer Foundation	366,500	361,000	1.52%	n/a	n/a	n/a
Kresge Foundation	53,080,000	39,195,000	35.43%	1,097,329,727	1,045,631,114	4.94%
Lilly Endowment Inc.	79,231,140	71,157,988	11.35%	2,141,490,000	1,792,319,662	19.48%
Loyola Foundation Inc.	1,195,253	1,165,719	2.53%	16,411,900	16,411,910	0.00%
Henry Luce Foundation	14,389,000	12,884,250	11.68%	349,821,000	245,000,000	42.78%
Lyndhurst Foundation	11,139,510	11,028,897	1.00%	109,000,000	112,402,088	−3.03%
J. Roderick MacArthur Foundation	3,536,821	2,000,000	76.84%	25,924,172	27,469,418	−5.63%
John & Catherine MacArthur Foundation**	150,112,000	109,218,000	37.44%	2,837,253	2,279,509	24.47%

Josiah Macy Jr. Foundation	3,046,521	3,393,741	−10.23%	87,602,023	90,612,900	−3.32%
Margoes Foundation	120,248	114,860	4.69%	1,880,974	1,941,395	−3.11%
Marin Community Foundation	19,500,000	12,400,000	57.26%	424,500,000	445,500,000	−4.71%
Lucille P. Markey Charitable Trust	34,238,350	7,748,621	341.86%	132,863,949	149,051,838	−10.86%
John & Mary Markle Foundation	3,497,000	2,413,368	44.90%	93,000,000	96,377,457	−3.50%
James J. McCann Charitable Trust and McCann Foundation Inc.	1,289,122	1,431,914	−9.97%	23,980,894	23,102,737	3.80%
Robert R. McCormick Charitable Trust	16,300,000	17,480,000	−6.75%	520,000,000	544,000,000	−4.41%
McCune Foundation	10,158,285	11,235,196	−9.59%	217,002,508	231,531,141	−6.28%
James S. McDonnell Foundation	11,970,199	11,293,182	5.99%	113,815,696	96,928,366	17.42%
McInerny Foundation	1,492,689	1,294,380	15.32%	26,761,709	21,983,284	21.74%
McKnight Foundation	33,519,923	37,763,318	−11.24%	793,402,592	763,602,190	3.90%
Meadow Foundation of Texas	14,892,527	20,989,992	−29.05%	430,217,280	413,248,176	4.11%
Andrew S. Mellon Foundation	59,794,884	67,356,663	−11.23%	1,558,000,000	1,478,000,000	5.41%
Memphis-Plough Community Foundation	2,851,606	2,300,769	23.94%	18,995,502	18,338,489	3.58%
Joyce Mertz-Gilmore Foundation	3,328,150	3,061,541	8.71%	35,000,000	32,767,510	6.81%
Metropolitan Atlanta Community Foundation Inc.	6,477,246	10,223,081	−36.64%	67,948,937	68,019,271	−0.10%
Eugene and Agnes E. Meyer Foundation	1,948,157	1,561,722	24.74%	48,212,394	46,100,000	4.58%
Fred Meyer Charitable Trust	11,279,451	11,662,893	−3.29%	247,399,764	232,602,645	6.36%
Milbank Memorial Fund	454,925	748,890	−39.25%	33,163,291	33,153,020	0.03%
Milwaukee Foundation	4,303,859	4,203,371	2.39%	70,000,000	61,736,572	13.38%
Minneapolis Foundation	8,663,489	7,725,564	12.14%	104,398,540	56,089,430	86.13%
Moody Foundation	12,196,000	18,702,000	−34.79%	420,000,000	363,000,000	15.70%
Charles Stewart Mott Foundation	23,823,458	33,158,680	−28.15%	838,815,760	749,512,063	11.91%
M.J. Murdock Charitable Trust	11,564,452	11,362,345	1.78%	197,000,000	180,000,000	9.44%

(Continued)

Table 16: Grants and Assets of Surveyed Foundations, 1987–1988 *(Continued)*

Foundation	Grants 1988	Grants 1987	Percent Diff.	Assets 1988	Assets 1987	Percent Diff.
Muskegon County Community Foundation Inc.	$ 858,308	$ 930,625	−7.77%	$ 15,214,626	$ 13,777,967	10.43%
New Hampshire Charitable Fund	2,866,496	$ 2,666,501	7.50%	$ 39,580,000	$ 33,829,705	17.00%
New Haven Foundation	3,949,947	3,645,607	8.35%	80,120,096	73,510,423	8.99%
New York Community Trust	41,074,513	37,950,205	8.23%	627,000,000	541,000,000	15.90%
Charlotte W. Newcombe Foundation	1,487,274	1,552,300	−4.19%	29,908,366	28,975,870	3.22%
Edward John Noble Foundation Inc.	2,410,929	2,992,407	−19.43%	83,674,039	82,538,740	1.38%
Samuel Roberts Noble Foundation Inc.	7,746,730	7,872,519	−1.60%	307,288,494	285,836,668	7.50%
Northwest Area Foundation	9,000,000	9,000,000	0.00%	191,327,177	187,000,000	2.31%
Oklahoma City Community Foundation Inc.	1,832,000	1,508,000	21.49%	40,000,000	34,000,000	17.65%
Old Stone Bank Educational Foundation	9,800	9,700	1.03%	144,707	604,315	−76.05%
F.W. Olin Foundation	7,017,700	13,801,300	−49.15%	230,031,137	218,670,318	5.20%
John M. Olin Foundation Inc.	14,384,000	14,117,182	1.89%	77,806,389	85,172,000	−8.65%
Oregon Community Foundation	5,700,000	4,000,000	42.50%	$40,200,000	$37,508,058	7.18%
David and Lucille Packard Foundation	10,734,000	8,586,000	25.02%	150,000,000	132,612,000	13.11%
Elsa U. Pardee Foundation	2,639,262	1,442,804	82.93%	61,888,539	62,839,623	−1.51%
Peninsula Community Foundation	1,736,295	1,384,203	25.44%	17,560,000	14,289,223	22.89%
William Penn Foundation	23,122,404	21,109,802	9.53%	466,688,422	412,597,281	13.11%
James C. Penney Foundation Inc.	461,500	479,091	−3.67%	4,922,437	4,341,963	13.37%
Pew Charitable Trusts	135,906,632	122,715,173	10.75%	2,519,746,836	2,303,126,537	9.41%
Gustavus and Louise Pfeiffer Research Foundation	696,672	642,796	8.38%	12,461,174	12,279,961	1.48%
Philadelphia Foundation	4,352,223	4,174,650	4.25%	59,642,268	60,865,000	−2.01%
Ellis L. Phillips Foundation	264,300	340,776	−22.44%	5,025,728	5,467,053	−8.07%

Pitcairn-Crabbe Foundation	264,978	265,350	−0.14%	5,500,000	5,549,614	−0.89%
Powell Family Foundation	2,400,000	1,800,000	33.33%	59,000,000	$ 55,400,000	6.50%
Prospect Hill Foundation Inc.	1,653,795	1,598,552	3.46%	34,145,781	32,529,923	4.97%
Public Welfare Foundation Inc.	10,251,100	7,965,100	28.70%	224,480,000	213,755,000	5.02%
Ralph M. Parsons Foundation	6,312,164	6,020,765	4.84%	142,000,000	138,105,500	2.82%
Research Corp.	2,200,000	2,254,288	−2.41%	n/a	n/a	n/a
Retirement Research Foundation	4,113,000	4,352,049	−5.49%	103,148,000	98,122,127	5.12%
Charles H. Revson Foundation	7,920,855	6,900,000	14.80%	93,157,319	90,974,302	2.40%
Kate B. Reynolds Charitable Trust	3,441,981	2,831,933	21.54%	129,023,119	169,851,010	−24.04%
Z. Smith Reynolds Foundation	7,593,579	6,866,891	10.58%	192,067,565	146,949,656	30.70%
Sid W. Richardson Foundation	10,284,953	10,078,858	2.04%	213,443,000	200,503,815	6.45%
Smith Richardson Foundation Inc.	15,311,787	11,380,387	34.55%	229,000,000	216,584,227	5.73%
Fannie E. Rippel Foundation	3,473,256	2,984,332	16.38%	56,151,120	57,958,249	−3.12%
Rochester Area Foundation	1,159,016	940,981	23.17%	12,620,891	10,199,752	23.74%
Rockefeller Brothers Fund	7,982,544	7,611,087	4.88%	246,940,451	219,452,390	12.53%
Rockefeller Family Fund Inc.	2,080,337	1,937,500	7.37%	30,000,000	27,700,000	8.30%
Rockefeller Foundation	58,933,790	67,527,566	−12.73%	1,845,470,488	1,676,015,285	10.11%
Rosenberg Foundation	1,430,000	1,340,000	6.72%	28,840,000	28,400,000	1.55%
Helena Rubenstein Foundation Inc.	4,530,283	4,304,786	5.24%	38,258,900	42,419,292	−9.81%
Sophie Russell Testamentary Trust	59,000	61,500	−4.07%	1,368,560	1,487,809	−8.02%
Russell Sage Foundation	961,112	816,808	17.67%	96,398,172	103,022,217	−6.43%
St. Louis Community Foundation	582,416	355,424	63.87%	8,047,871	6,686,460	20.36%
San Antonio Area Foundation	1,308,944	1,478,940	−11.49%	15,319,854	14,870,494	3.02%
San Diego Community Foundation	1,492,779	1,702,091	−12.30%	29,802,029	26,138,725	14.01%

(Continued)

Table 16: Grants and Assets of Surveyed Foundations, 1987–1988 *(Continued)*

Foundation	Grants 1988	Grants 1987	Percent Diff.	Assets 1988	Assets 1987	Percent Diff.
Santa Barbara Foundation	$ 2,097,418	$ 1,876,114	11.80%	$ 27,500,000	$ 26,870,797	2.34%
Sarah Scaife Foundation	7,755,800	8,295,500	−6.51%	182,043,136	171,020,754	6.45%
Scherman Foundation	2,679,800	3,410,800	−21.43%	52,609,550	51,159,811	2.83%
Dr. Scholl Foundation	6,433,350	6,982,175	−7.86%	105,460,589	101,072,753	4.34%
Florence and John Schumann Foundation	2,794,185	3,162,390	− 11.64%	53,330,724	54,100,000	−1.42%
Self Foundation	994,720	918,450	8.30%	22,455,914	21,546,038	4.22%
Carol Buck Sells Foundation	210,780	197,780	6.57%	5,357,757	4,940,505	8.45%
Shalan Foundation Inc.	332,500	290,000	14.66%	1,000,000	1,315,691	−23.99%
Siebert Lutheran Foundation Inc.	2,236,134	1,966,753	13.70%	45,261,082	44,112,612	2.60%
L.J. Skaggs and Mary C. Skaggs Foundation	2,640,495	2,504,600	5.43%	n/a	n/a	n/a
Skillman Foundation	10,900,000	10,700,000	1.87%	249,700,000	227,105,742	9.95%
Alfred P. Sloan Foundation	20,003,190	20,758,106	−3.64%	541,886,057	482,920,715	12.21%
Sophia Fund	221,450	208,000	6.47%	n/a	n/a	n/a
Spencer Foundation	7,109,811	4,698,296	51.33%	216,191,338	219,558,357	−1.53%
Springs Foundation Inc.	1,148,244	1,212,291	−5.28%	20,891,991	19,759,096	5.73%
Alex Stern Family Foundation	338,593	363,314	−6.80%	6,822,764	6,794,562	0.42%
Hattie M. Strong Foundation	767,856	725,675	5.81%	14,940,965	16,949,818	−11.85%
Charles J. Strosacker Foundation	1,125,000	945,000	19.05%	29,237,000	29,725,099	−1.64%
Mary Horner Stuart Foundation	7,141,590	7,502,353	−4.81%	154,438,220	146,169,878	5.66%
Frank M. Tait Foundation	215,285	155,431	38.51%	4,183,414	4,145,689	0.91%
Anne Burnett & Charles Tandy Foundation	10,372,757	8,715,992	19.01%	173,397,180	158,937,048	9.10%
Teagle Foundation Inc.	2,581,023	2,469,666	4.51%	74,453,004	79,304,320	−6.12%

Tinker Foundation	1,985,800	1,936,600	2.54%	48,721,972	46,133,037	5.61%
Thrasher Research Fund	989,665	951,197	4.04%	28,889,794	24,028,159	20.23%
Town Creek Foundation Inc.	1,007,000	805,000	25.09%	19,128,000	17,493,690	9.34%
Trust Funds Inc.	217,730	189,940	14.63%	3,713,131	3,589,772	3.44%
Rose E. Tucker Charitable Trust	587,605	721,595	−18.57%	13,350,000	13,676,904	−2.39%
Alice Tweed Tuohy Foundation	524,899	484,375	8.37%	11,219,719	12,099,257	−7.27%
Virginia Environmental Endowment	886,303	935,457	−5.25%	15,875,002	18,166,087	−12.61%
Wahlstrom Foundation	223,220	147,787	51.04%	4,793,694	4,466,752	7.32%
Wasie Foundation	362,516	568,596	−36.24%	11,450,878	12,000,000	−4.58%
Weingart Foundation	17,121,520	15,794,001	8.41%	377,131,937	368,002,381	2.48%
Westfield Foundation	99,760	118,017	−15.47%	1,625,961	1,502,251	8.23%
Whitaker Foundation	10,527,861	14,155,814	−25.63%	153,602,767	292,018,333	−47.40%
Whitehall Foundation Inc.	1,705,305	1,663,010	2.54%	34,000,000	34,896,000	−2.57%
Joseph B. Whitehead Foundation	9,920,000	7,154,250	38.66%	206,327,109	184,142,403	12.05%
Wieboldt Foundation	552,515	490,525	12.64%	13,055,886	12,863,931	1.49%
G.N. Wilcox Trust	736,250	653,615	12.64%	11,963,915	11,135,811	7.44%
Marie C. and Joseph C. Wilson Foundation	482,464	339,392	42.16%	9,600,000	9,000,000	6.67%
Dean Witter Foundation	189,270	236,230	−19.88%	n/a	n/a	n/a
Robert W. Woodruff Foundation Inc.	3,875,110	2,975,820	30.22%	194,484,345	66,213,222	193.72%
Woods Charitable Fund Inc.	2,473,799	2,435,380	1.58%	38,644,485	36,324,837	6.39%
Wyomissing Foundation Inc.	469,300	1,288,687	−63.58%	12,572,440	11,935,951	5.33%
Zellerbach Family Fund	1,386,786	1,312,865	5.63%	31,956,533	30,331,891	5.36%
Total	$2,304,519,571	$2,162,900,964	4.32%*	$51,072,715,581	$49,732,838,215	2.69%

Note: Some figures are estimates
*Percent change after adjusting to minimize late-reported surges or declines among largest foundations
**Grants for 1988 included land grants

Table 17: Grantmaking Foundations* by State ($000)

State	Number of Foundations	Assets	Total Grants
Alabama	221	$ 272,068	$ 17,914
Alaska	19	7,697	1,095
Arizona	178	409,707	23,382
Arkansas	136	247,529	23,707
California	2142	14,146,137	682,801
Colorado	308	1,098,844	68,887
Connecticut	656	1,822,852	156,313
Delaware	129	838,217	42,456
District of Columbia	239	1,131,562	99,435
Florida	1029	1,756,022	121,372
Georgia	474	1,513,058	96,704
Hawaii	102	242,338	12,569
Idaho	54	39,800	3,005
Illinois	1844	6,532,813	451,358
Indiana	623	2,953,632	126,647
Iowa	389	459,886	27,735
Kansas	299	322,188	23,832
Kentucky	166	362,312	34,957
Louisiana	210	385,517	19,414
Maine	164	112,584	6,544
Maryland	474	1,258,369	83,930
Massachusetts	1453	2,587,353	147,424
Michigan	842	8,126,907	369,755
Minnesota	539	3,224,267	216,036
Mississippi	99	81,844	5,615
Missouri	586	1,525,897	145,962
Montana	77	64,273	3,669
Nebraska	209	400,049	36,555
Nevada	57	195,890	12,020
New Hampshire	192	247,350	10,659
New Jersey	813	3,670,535	258,885
New Mexico	50	128,852	4,378
New York	5193	30,640,411	1,642,129

(Continued)

Table 17: Grantmaking Foundations* by State *(Continued)*

State	Number of Foundations	Assets	Total Grants
North Carolina	455	2,242,602	123,169
North Dakota	49	28,794	2,222
Ohio	1316	4,011,168	255,661
Oklahoma	234	1,488,789	60,192
Oregon	237	576,053	37,756
Pennsylvania	1432	8,270,060	479,936
Puerto Rico	3	30,770	1,057
Rhode Island	150	509,926	28,493
South Carolina	182	270,728	19,693
South Dakota	52	14,442	1,967
Tennessee	270	699,335	61,576
Texas	1365	7,176,695	385,999
Utah	122	233,293	14,158
Vermont	61	75,018	3,168
Virginia	468	781,421	52,205
Washington	420	796,330	57,781
West Virginia	85	95,055	6,646
Wisconsin	746	1,265,928	87,808
Wyoming	48	68,251	3,285
Total	27,661	$115,441,418	$6,659,916

Source: The National Databook of Foundations, 13th Edition, 1989, The Foundation Center
* All foundations: Independent, Community, Operating, and Corporate.

Table 18: Distribution of Large Foundation Grants* ($1 Million and Above)

Use	Amount	% of Total	Use	Amount	% of Total
Religion	$ 0	0.0%	**Arts, Culture & Humanities**	16,200,000	3.0%
Education	517,383,819	73.7%	**Public/Society Benefit**	34,950,000	5.0%
Health	66,249,545	9.4%	**All Other Uses**	46,201,745	6.6%
Human Service	21,056,000	3.0%			
				$702,041,109	100.0%

* Excluding corporate foundations

Large Foundation Gifts

Milstein Family Foundation
Presbyterian Hospital
$25,000,000

The Perot Foundation
University of Texas Southwestern Medical Center
$20,000,000
(Over ten years)

W.K. Kellogg Foundation
National Academy of Sciences and the Institute of Medicine
$20,000,000
(Over five years)

Joseph & Bessie Feinberg Foundation
Northwestern University
$17,000,000

John M. Olin Foundation
Washington University
$15,000,000

Howard Hughes Medical Institute
Massachusetts Institute of Technology
$15,000,000

John M. Olin Foundation
Columbia University
$15,000,000

Lucille P. Markey Charitable Trust
University of California-San Francisco
$13,700,000

Lucille P. Markey Charitable Trust
Washington University School of Medicine
$12,000,000

Lucille P. Markey Charitable Trust
Yale University School of Medicine
$12,000,000

Pew Memorial Trust
Pew Scholars Program in the Biomedical Sciences
$10,580,000

W.K. Kellogg Foundation
Michigan State University
$10,247,595

Sealy & Smith Foundation
University of Texas Medical Branch-Galveston
$10,000,000

W.K. Kellogg Foundation
Michigan Biotechnology Institute
$10,000,000

Ford Foundation
Police Foundation's Third Decade Fund for Improving Public Safety
$10,000,000
(Over 5 years)

Revlon Foundation/Ronald Perelman
University of Pennsylvania
$10,000,000

Lied Foundation
University of Kansas
$10,000,000

Grabill Foundation
Illinois Institute of Technology
$10,000,000

Donald W. Reynolds Foundation
University of Missouri-Columbia
$9,000,000

Thomas and Dorothy Leavey Foundation
University of Southern California
$9,000,000

Pew Charitable Trust
To several hospitals for their Strengthening Hospital Nursing Programs
$8,600,000

Lucille P. Markey Charitable Trust
University of Michigan
$8,250,000

Pew Memorial Trust
Pew Science Program in Undergraduate Education
$7,700,000

Lucille P. Markey Charitable Trust
Whitehead Institute for Biomedical Research
$7,100,000

Lucille P. Markey Charitable Trust
Columbia University-College of Physicians and Surgeons
$6,500,000

Lucille P. Markey Charitable Trust
Purdue University
$6,490,000

Lucille P. Markey Charitable Trust
University of Miami School of Medicine
$6,270,000

Arnold O. and Mabel M. Beckman Foundation
Rockefeller University
$6,000,000

Arnold O. and Mabel M. Beckman Foundation
Pepperdine University
$6,000,000

John D. and Catherine T. MacArthur Foundation
MacNeil/Lehrer News Hour
$6,000,000

F.W. Olin Foundation
Tufts University
$5,570,000

W.K. Kellogg Foundation
Tuskegee University
$5,506,500

Lucille P. Markey Charitable Trust
Case Western Reserve University
$5,500,000

F.W. Olin Foundation
Ursinus College
$5,370,000

W.K. Kellogg Foundation
Michigan State University
$5,149,663

Ford Foundation
Joint Center for Political Studies-Washington DC
$5,100,000

Edwin W. Pauley Foundation
University of California-Los Angeles
$5,000,000

Harcourt M. and Virginia W. Sylvester Foundation
University of Miami
$5,000,000

Grainger Foundation
University of Wisconsin-School of Medicine
$5,000,000

Roy J. Carver Charitable Trust
Augustana College
$4,600,000

Kenneth T. and Eileen L. Norris Foundation
University of Southern California
$4,500,000

Searle Family Trusts
Northwestern University
$4,500,000

Grabill Foundation
Moraine Valley Community College
$4,000,000

Robert Wood Johnson Foundation
WGBH First PBS Series on AIDS
$4,000,000

Rice Foundation
Illinois Institute of Technology
$4,000,000

Abell Foundation
Greater Baltimore Committee for Project College Bound
$4,000,000

Brown Foundation
Houston Symphony
$4,000,000
(Over 4 years)

Henry J. Kaiser Family Foundation
Minority Students Preparing for Careers in Health Professions
$4,000,000

Ford Foundation
Local Initiatives Support Corporation
$4,000,000

Lilly Endowment
University of California-Los Angeles
$3,850,000

Lucille P. Markey Charitable Trust
University of Pennsylvania
$3,800,000

Ford Foundation
Fund for the City of New York
$3,600,000
(Over two years)

Lucille P. Markey Charitable Trust
University of California-San Diego
$3,520,000

Arnold O. and Mabel M. Beckman Foundation
Stanford University School of Medicine
$3,500,000

Meadows Foundation
Southern Methodist University
$3,500,000

John D. and Catherine T. MacArthur Foundation
Fund for Free Expression
$3,500,000

Lucille P. Markey Charitable Trust
University of Oregon
$3,300,000

John D. and Catherine T. MacArthur Foundation
National Institute for Dispute Resolution
$3,300,000

Herbert H. and Grace A. Dow Foundation
Albion College
$3,000,000

Stranahan Foundation
Bowling Green State University
$3,000,000

Ford Foundation
Enterprise Foundation
$3,000,000

Herbert H. and Barbara C. Dow Foundation
Albion College
$3,000,000

Lilly Endowment
State of Indiana Commission for Higher Education
$2,931,457
(Over two years)

W.K. Kellogg Foundation
National Center for Food and Agriculture Policy
$2,800,000

W.K. Kellogg Foundation
Resources for the Future Inc.
$2,798,995

Ford Foundation
National Academy of Sciences
$2,700,000

John D. and Catherine T. MacArthur Foundation
Institute for Civil Justice
$2,500,000

Starr Foundation
New York University
$2,500,000

Pew Memorial Trust
Philadelphia Cultural Community Marketing Initiative
$2,500,000

Weingart Foundation
California Institute of Technology
$2,500,000

Pew Charitable Trust
Greater Philadelphia Cultural Alliance
$2,500,000

Weingart Foundation
University of Southern California
$2,500,000

Lucille P. Markey Charitable Trust
Children's Hospital (Medical Care)
$2,475,000

Ford Foundation
Police Foundation's Third Decade for Improving Public Safety
$2,400,000
(Over two years)

Lucille P. Markey Charitable Trust
Albert Einstein College of Medicine of Yeshiva University
$2,310,000

Lucille P. Markey Charitable Trust
Yeshiva University
$2,300,000

Ford Foundation
Emergency Housing Assistance Program
$2,300,000

John D. and Catherine T. MacArthur Foundation
Conservation International
$2,300,000

Pew Memorial Trust
Harvard University
$2,233,000

Lucille P. Markey Charitable Trust
Brandeis University
$2,200,000

Lucille P. Markey Charitable Trust
Carnegie Institute-Washington
$2,200,000

W.M. Keck Foundation
Museum of Contemporary Art
$2,200,000

Pew Charitable Trust
Hispanic Association of Colleges and Universities-San Antonio, Texas
$2,100,000

M.L. Annenberg Foundation
Northwestern University
$2,032,900

MacArthur Foundation
Ford Foundation
$2,000,000

Ford Foundation
National Community AIDS Partnership
$2,000,000

Tonya Memorial Foundation
University of Virginia
$2,000,000

W.K. Kellogg Foundation
Council of Michigan Foundations
$2,000,000

Harry and Grace Steele Foundation
Mills College
$2,000,000

Gilmore Foundation
Western Michigan University
$2,000,000

Knight Foundation
Northwestern University
$2,000,000

Jack Martin Fund
Mount Sinai Hospital
$2,000,000

James Irvine Foundation
University of Southern California
$2,000,000

Skirball Foundation
University of Southern California
$2,000,000

Samuel Roberts Noble Foundation
University of Oklahoma
$2,000,000

Grainger Foundation
University of Wisconsin-College of Engineering
$2,000,000

Lynde and Harry Bradley Foundation
University of Rochester
$2,000,000

John D. and Catherine T. MacArthur Foundation
Mental Health Law Project
$2,000,000

Cobble Pond Foundation/Margaret Milliken Hatch Charitable Trust
Bowdoin College
$2,000,000

Duke Endowment
Duke University
$1,900,000

Robert Wood Johnson Foundation
Brown University Center for Health Care Research
$1,894,688

Pew Memorial Trust
Haverford College
$1,822,950

W.K. Kellogg Foundation
National Council of State Boards of Nursing
$1,800,000

Aaron Diamond Foundation
City College of the City University of New York
$1,800,000

Lilly Endowment
United Way of Central Indiana
$1,800,000

Alfred P. Sloan Foundation
Duke University
$1,780,000

Duke Endowment
Duke University Medical Center
$1,750,000

Duke Endowment
Anson County Hospital-Wadesboro, North Carolina
$1,750,000

Duke Endowment
Hospitals in North and South Carolina
$1,614,704

Robert Wood Johnson Foundation
New Jersey State Department of Health
$1,609,128

Ford Foundation
Piton Foundation
$1,600,000

Pew Charitable Trust
Lehigh University
$1,568,750

Spencer Foundation
Woodrow Wilson National Fellowship Foundation
$1,568,750

Robert Wood Johnson Foundation
Public Health Trust of Dade County
$1,506,250

Robert Wood Johnson Foundation
New York Hospital-Cornell Medical Center
$1,500,000

Houston Endowment
Texas Lutheran College
$1,500,000

Gladys and E. Roland Harriman Foundation
New York Hospital-Cornell Medical Center
$1,500,000

Bush Foundation
Minnesota Association of School Administration-St. Paul
$1,500,000

Frank E. and Seba B. Payne Foundation
The Madeira School-McLean, Virginia
$1,500,000

Bren Foundation
California Institute of Technology
$1,500,000

Andrew W. Mellon Foundation
International Research & Exchanges Board
$1,500,000

Ford Foundation
Zimbabwe's National University
$1,500,000

Greer Garson Foundation
University of Texas Southwestern Medical Center-Dallas
$1,500,000

Kresge Foundation
Children's Hospital of Michigan
$1,500,000

John D. and Catherine T. MacArthur Foundation
National Public Radio
$1,500,000

Fort Howard Paper Foundation and David Cofrin
St. Norbert College
$1,500,000

Andrew W. Mellon Foundation
Commission on Preservation and Access
$1,500,000

Lynde and Harry Bradley Foundation
Lawrence University
$1,500,000

Gund Foundation
Cleveland's Initiative for Education
$1,500,000

Dorothy Richard Starling Foundation
Julliard School
$1,500,000

Staunton Farm Foundation
University of Pittsburgh
$1,500,000

Kresge Foundation
Stanford University
$1,500,000

W.K. Kellogg Foundation
West Virginia University Health Science Center
$1,473,931

Warner Communications Foundation
New York Hospital-Cornell Medical Center
$1,400,000

Westinghouse Educational Foundation
University of Pittsburgh
$1,400,000

W.K. Kellogg Foundation
American Hospital Association
$1,400,000

W.K. Kellogg Foundation
Auburn University
$1,376,623

Lucille P. Markey Charitable Trust
Eleanor Roosevelt Institute for Cancer Research
$1,375,000

W.K. Kellogg Foundation
Pan American Health Organization
$1,339,800

Carnegie Corporation of New York
Stanford University
$1,300,000

Lucille P. Markey Charitable Trust
Neurosciences Research Foundation
$1,300,000

Carnegie Corporation of New York
Harvard University
$1,290,000

Carnegie Corporation of New York
Children's Defense Fund
$1,250,000

Ford Foundation
Remediation and Training Institute
$1,250,000

L.G. Balfour Foundation
University of Notre Dame
$1,250,000

Ford Foundation
The Foundation Center
$1,200,000

West Point-Pepperell Foundation
Auburn University
$1,200,000

J. Howard Pew Freedom Trust
Fund for Theological Education Inc.
$1,200,000

Lilly Endowment
Educational Testing Service
$1,200,000

W.K. Kellogg Foundation
University of Georgia-Athens
$1,178,000

Pew Charitable Trust
Northwestern University
$1,127,000

Pew Memorial Trust
Northwestern University
$1,127,000

Pew Memorial Trust
Pomona College
$1,125,000

Duke Endowment
Child-Care Institutions in North and South Carolina
$1,106,000

W.K. Kellogg Foundation
Clemson University
$1,102,700

W.K. Kellogg Foundation
Alcorn State University
$1,100,000

Carnegie Corporation of New York
Massachusetts Institute of Technology
$1,100,000

Baird Foundation
State University of New York-Buffalo
$1,100,000

W.K. Kellogg Foundation
Block Nurse Program-St. Paul, Minnesota
$1,100,000

Duke Endowment
Duke University
$1,100,000

W.K. Kellogg Foundation
Texas College of Osteopathic Medicine
$1,100,000

Pew Memorial Trust
Cornell University
$1,078,500

Charles A. Dana Foundation Inc.
Stanford University School of Medicine
$1,066,000

Bush Foundation
Bush Leadership Fellows Program
$1,054,000

Lucille P. Markey Charitable Trust
University of Washington
$1,045,000

W.K. Kellogg Foundation
National Black Women's Health Project Inc.
$1,032,250

Robert Wood Johnson Foundation
Health Research Inc.-AIDS Delivery Service Consortium
$1,027,725

Skillman Foundation
School District of the City of Detroit
$1,005,000

Hester Foundation
University of California-Beckman Laser Institute and Medical Clinic
$1,000,000

James Graham Brown Foundation
University of Alabama
$1,000,000

Duke Endowment
Benjamin N. Duke Leadership Fund
$1,000,000

Houston Endowment
Houston Ballet
$1,000,000

Theresa A. Thomas Memorial Foundation
Medical College of Virginia of Virginia Commonwealth University
$1,000,000

Lilly Endowment
Park Tudor Foundation
$1,000,000

Amelia Peabody Charitable Fund
Northwestern University
$1,000,000

William Bingham Foundation
Environmental Defense Fund
$1,000,000

Pepsico Foundation
Babson College
$1,000,000

Tisch Family's Foundation
Children's Museum of Manhattan
$1,000,000

Foellinger Foundation
YWCA of Fort Wayne
$1,000,000

John D. and Catherine T. MacArthur Foundation
New York Zoological Society
$1,000,000

Meryl Suzanne Weiss Fund (The)
Children's Memorial Medical Center (The)
$1,000,000

Sherman Fairchild Foundation
Northwestern University
$1,000,000

Rockefeller Foundation
World Wildlife Fund/The Conservation Foundation
$1,000,000

L.G. Balfour Foundation
Northwestern University
$1,000,000

John D. and Catherine T. MacArthur Foundation
University of Wisconsin
$1,000,000

Baxter Foundation
Harvard University
$1,000,000

Ford Foundation
State University of New York at Binghamton
$1,000,000

Charles Stewart Mott Foundation
Tuskegee University
$1,000,000

Charles Stewart Mott Foundation
Xavier University
$1,000,000

Charles Stewart Mott Foundation
Johnson C. Smith University
$1,000,000

Charles Stewart Mott Foundation
Morehouse College
$1,000,000

Gannett Foundation
Challenger Center for Space Science Foundation
$1,000,000

Del E. Webb Foundation (The)
The University of Arizona Foundation
$1,000,000

Robert G. and Anne M. Merrick Foundation/Jacob and Annita France Foundation
St. Mary's Seminary and University
$1,000,000

Eliza A. Drew Memorial Fund
Hamline University
$1,000,000

Westinghouse Educational Foundation and Mr. Roger E. Kirby
Pennsylvania State University
$1,000,000

Coleman/Fannie May Candies Foundation Inc.
DePaul University
$1,000,000

Sarah and Pauline Maier Foundation
Marshall University
$1,000,000

Katherine Tuck Foundation
Wayne State University
$1,000,000

Pepsico Foundation
Arizona State University
$1,000,000

William R. Kenan Charitable Trust
New York University
$1,000,000

Shell Oil Company Foundation
California Institute of Technology
$1,000,000

J. Howard Pew Freedom Trust (The)
Center for Civic Education-
Calabasas, California
$1,000,000

Seymour H. Knox Foundation
State University of New York-Buffalo
$1,000,000

Chrysler Corporation Fund
Purdue University
$1,000,000

John D. and Catherine T. MacArthur Foundation
Wildlife Conservation International
$1,000,000

Florence J. Gould Foundation
New York Hospital-Cornell Medical Center
$1,000,000

Baxter Foundation
John Hopkins University
$1,000,000

Huntington Foundation
Marshall University
$1,000,000

Kresge Foundation
Wake Forest University-
North Carolina
$1,000,000

John D. and Catherine T. MacArthur Foundation
Palm Beach County Center for the Arts
$1,000,000

Ford Foundation
Mississippi Action for Community Education Fund
$1,000,000

Baxter Foundation
Northwestern University
$1,000,000

Vera I. Heinz Endowment
Carnegie Mellon University
$1,000,000

J.E. and L.E. Mabee Foundation
Arkansas College
$1,000,000

Lucille P. Markey Charitable Trust
University of Texas Health Science Center
$1,000,000

Miriam and Harold Steinberg Foundation (The)
New York Public Library
$1,000,000

Bingham Foundation
Washington College-Maryland
$1,000,000

Beerman Foundation
University of Dayton
$1,000,000

Lilly Endowment
United Way of America
$1,000,000

Ford Foundation
Public/Private Ventures-
Philadelphia, Pennsylvania
$1,000,000

Bellsouth Foundation
South Education Foundation-
Atlanta, Georgia
$1,000,000

Pew Charitable Trust
Stamford University
$1,000,000

Pew Memorial Trust
Columbia University
$1,000,000

Ford Foundation
Bedford Stuyvesant Restoration Corporation
$1,000,000

Lila Acheson Wallace Funds
Metropolitan Museum of Art
$1,000,000

Notes for Giving by Foundations

1/ Source for 1987 assets estimate: *The National Data Book of Foundations*, 13th Edition, 1989, The Foundation Center. Table 1. Source for 1988 assets estimate: AAFRC Trust for Philanthropy.

2/ Source of IRS tax revenues from foundations: The Council on Foundations.

3/ *The Foundation Grants Index*, 17th Edition, 1988, The Foundation Center. Table 14. Percentages based on a sample of 392 independent and community foundations.

4/ "Foundations Urged to Try Unconventional Methods to Reach Children at Risk," *Newsletter*, Council on Foundations, August 18, 1988.

5/ *Newsletter*, Council on Foundations, September 1, 1988.

6/ National Committee for Responsive Philanthropy, "Report to individual members," November 4, 1988, with attachments.

7/ John Clinton (ed.), *AIDS Funding: A Guide to Giving by Foundations*, 1988, The Foundation Center.

8/ *Newsletter*, Council on Foundations, August 18, 1988.

Corporate Giving 1955–1988
(Current $ vs. Inflation-Adjusted $)

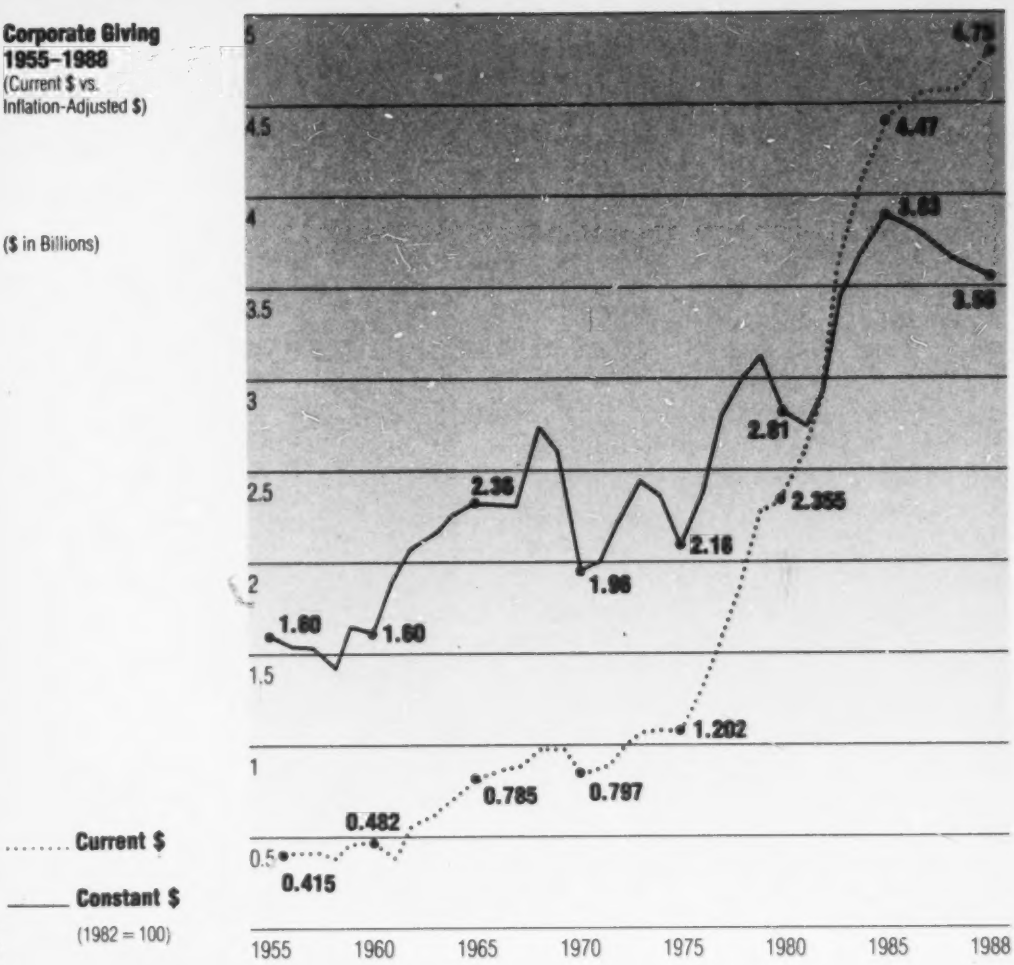


Table 19: Corporate Gifts and Pre-tax Income ($ in Billions)

	Corporate Gifts	Pretax Net Income	Giving as a % of Income		Corporate Gifts	Pretax Net Income	Giving as a % of Income
1970	$0.797	$75.4	1.06	**1980**	2.355	237.1	0.99
1971	0.865	86.6	1.00	**1981**	2.514	226.5	1.11
1972	1.009	100.6	1.00	**1982**	2.906	169.6	1.71
1973	1.174	125.6	0.93	**1983**	3.627	207.6	1.75
1974	1.200	136.7	0.88	**1984**	4.057	240.0	1.69
1975	1.202	132.1	0.91	**1985**	4.472	224.3	1.99
1976	1.487	166.3	0.89	**1986**	4.600	236.4	1.95
1977	1.791	200.4	0.89	**1987**	4.600	276.7	1.66
1978	2.084	233.5	0.89	**1988**	4.750	306.4	1.55
1979	2.288	257.2	0.89				

Source: IRS for giving data through 1985. IRS figures reflect donations by corporations to nonprofits and to corporate foundations. They do not reflect giving by the foundations themselves, although all funds received by the latter are eventually distributed. Other sources: U.S. Department of Commerce, The Conference Board, Council for Aid to Education.

Corporations and corporate foundations donated an estimated $4.75 billion to charitable and other nonprofit organizations and causes in 1988, up 3.26 percent from the estimated $4.6 billion given the previous year.

When adjusted for inflation, the $4.75 reflected a decline of 1.45 percent over 1987.

Corporate contributions amounted to 4.51 percent of total giving for the year.

Profits High, Giving Slows

Just as individual giving is primarily affected by changes in personal income, so corporate giving, over time, has correlated with profit growth: the higher the profits, the more likely the rise in business charitable gifts.

But the relationship between profits and giving can no longer be taken for granted, in light of the experience of the past few years. Although the rate of corporate giving in 1988 did recover from the zero rate of the year before, profits were up 9.18 percent over 1987 — more than quadruple the rate of increase in business donations.

Further, since 1985 — the first year in a decade that business giving registered a sharp slowdown in growth — corporate profits have been advancing strongly, while corporate donations only inched up. From 1985 to 1988, profits of all U.S. corporations grew 36.6 percent, in current dollars. But the increase in corporate giving between those years was only 6.2 percent.

Nor does adjusting for inflation soften the picture. Indeed, it reveals an even more striking disparity: in inflation-adjusted or "real" dollars, profits grew 19.42 percent over the past three years while real corporate giving dropped 7.01 percent.

Corporate giving also declined as a percentage of pre-tax profits for the third year in a row. In 1988, business donated an amount equal to 1.55 percent of its profits, down from 1.66 percent in 1987, 1.95 percent in 1986, and 1.99 percent in 1985.

It should be noted, however, that giving as a percent of profits was still higher in 1988 than it had been at any time up to 1982. Indeed, until that year, corporate giving never went much beyond one percent of profits.

'Lean and Mean' Approach

Reasons for the slowdown in the growth of corporate giving, as noted in last year's edition of *Giving USA*, included: an inevitable "running out of steam" of the large annual growth rates from 1976 to 1985; corporate restructuring — in particular, the unending wave of mergers, acquisitions and leveraged buyouts which entails heavy debt and other pressures to curtail non-essential business activities; and economic doldrums in key business sectors, such as oil production and old line manufacturing industries.

Additional explanations may include:

- The emergence of a hard-nosed, "lean and mean" approach to management among corporate chief executives, honed in an era of megamergers, financial market volatility, and intense competition with Japan and Western Europe.
- A weakening of the ethos of corporate social responsibility, which had taken hold during the 1970's and remained into the early 1980's. The Reagan Administration's policy of deregulation, as well as its ideological advocacy of free market economics, helped loosen the reins of social concern, encouraging corporate decision makers to pay relatively less attention to public issues that did not affect them directly, and relatively more attention to the "bottom line." This weakening may well have been reinforced by a conservative "me first" ideology that ostensibly permeated the nation during much of the present decade.
- The Tax Reform Act of 1986, which lowered corporate tax rates from 46 percent to 34 percent. This provision reduced the tax benefit of donations; in effect, it raised the after-tax "cost" of contributions from 54 cents to 66 cents per donated dollar — a cost increase of 22 percent.

Dilemma for Corporate Leaders

Whatever the ultimate explanations, the steep decline in the growth of corporate donations in the past few years seemed to pose a dilemma for many business leaders themselves — not only among officials whose areas of expertise are contributions and public affairs, but also among chief executive officers who have built a reputation, in part, on corporate community involvement.

The President of Alcoa's foundation, for example, at a Conference Board panel of 19 executives and economists in May, 1988, implied that a refusal to respond to community needs was likely to affect adversely the corporation's own interests. "We are looking at problems in the community that are not yet problems of management," he said, "but [that] can become management problems in the future."[1]

And a survey of 355 current and next-generation chief executive officers — representing corporations with annual incomes of at least $25 million — found that 60 percent of the CEOs (and 80 percent of the CEOs in Top 1000 companies) believe that "a company's ability to attract good people to the community in which it does business is enhanced by its giving reputation." Thus, conversely, a decline in giving could serve to downgrade a company's own immediate environment, potentially discouraging qualified personnel — a problem in an era in which highly skilled employees are reportedly at a premium.

The survey, conducted by The Daniel Yankelovich Group, Inc. for the Council on Foundations, concluded

that while there is "strong evidence of CEO desire to continue to maintain and support giving programs . . . the pressures of current business realities are taking their toll and cannot be ignored."[2]

Trends During the Year

Aside from its sluggish rate of growth, corporate giving during 1988 reflected trends that have been emerging for the past few years. These included:

- *A more focused approach to giving*, which subsumes grant making to the overall marketing or strategic goals of the company. This approach subjects individual grants to an analysis of how — and whether — they specifically benefit the company, rather than how they serve worthy causes in general. As expressed by James P. Shannon, Vice President of the General Mills Foundation, the approach — likely to continue into the near future — may result in "fewer grants and larger grants. Site visits may become a casualty. There may be 'wholesale' grantmaking favoring umbrella groups rather than 'retail' grantmaking to individual organizations . . . There is likely to be more confrontation with nonprofits. As companies tailor their efforts to enhance their image and products, all kinds of agencies won't fit the pattern. This may be particularly true of small, new, advocacy groups."[3]
- *Continuation of cause-related marketing*, a sales strategy developed by American Express in the early 1980's, and adopted by an increasing number of businesses since then. Under the strategy, companies offer customers an opportunity to direct benefits to a cause or organization without actually making a contribution. To encourage the purchase of a product or service, the company promises to channel a percent of the revenue to the cause. The amount so channeled is viewed by the IRS as a business transaction, not a charitable contribution.

Supporters view cause-related marketing as an additional way to aid worthy causes while meeting the financial needs of stockholders; and — by tieing philanthropy to normal business or marketing practice — as an effective way to get companies to fulfill their social responsibilities through sound business policy. Opponents see it as endangering business giving and other sources of charitable donations by promising a substitute which, they argue, cannot equal the amount of traditional contributions; as removing the fundamental considerations of "compassion and philanthropic judgment from corporate giving"; as encouraging nonprofits to tailor their programs to meet the desires of the corporations; and as discouraging voluntary organizations from developing long-term volunteer and donor bases.[4]

- *Growing emphasis on pre-college education*, directed largely towards low-income and minority pupil populations. Perhaps the most striking example of business concern in this area was the creation, by 16 corporations, of a tuition-free grammar school in a low-income area of Chicago. The companies, including Sears, Roebuck and United Airlines, donated more than $2 million to the project, and announced plans to open similar schools in poor neighborhoods of other cities. Most of the 150 children in the Chicago school are black and Hispanic between the ages of 2 through 8. According to news reports, corporate sponsors hope the school will serve as a model for managing the traditional public school system. Towards that end, the "Corporate Community School has been designed to hew as closely as possible to the constraints on inner city public schools in teacher pay, class size, and budget."[5]

Among other corporations focusing on elementary and secondary education in 1988 were: General Electric, Eastman Kodak (which is attempting to identify the "best students in the most difficult to manage schools" in three cities where the company has facilities), Metropolitan Life Insurance Company (which funded several public school arts programs and public school-college partnerships), Southwestern Bell, Exxon (which is funding an experiment utilizing math specialists in kindergarten through third grade), the Washington Post, Hoffman-Laroche, Syntex, Arco, AT&T, IBM, and American Express.

Finally, the Committee for Economic Development (CED), an organization of business and academic officials, prepared and distributed "Children in Need," a report calling for more business-school partnerships and early intervention strategies. (More information on CED's analysis appears in the State of the Philanthropic Sector.)[6]

- *Restriction of higher education grants to specific projects.* A survey of 271 corporate-university relations programs revealed that "Most company grants to colleges and universities are for specific programs or projects, as, for example, capital grants, funding of chairs . . . minority support, women's programs, scholarships and fellowships, and research grants."[7]

Not all recipients are pleased with this trend. The president of the United Negro College Fund, addressing the Foundation for Independent Higher Education in April, condemned the practice as "elitist and racist," arguing that it favors colleges and universities whose research and academic programs are linked to the needs of corporate grantmakers. He said the corporations with the most generous giving

Table 20: Beneficiaries of Corporate Support: A Decade Comparison ($000)

	1987 (325 Companies)	% of Total	1978 (750 Companies)	% of Total
Health and Human Services				
Federated Giving	$203,582	12.3%	$142,085	20.5%
Hospitals	31,071	1.9%	30,686	4.4%
Matching gifts for health and human services	4,439	0.3%	292	0.0%
All other health and human services	146,441	8.8%	62,956	9.1%
Subcategories Unspecified	64,982	3.9%	19,832	2.9%
Total Health and Human Services	$450,515	27.2%	$255,851	36.9%
Education				
Higher Education	$290,873	17.5%	$143,485	20.7%
Precollege Education	25,232	1.5%	5,209	0.8%
Scholarships and Fellowships	39,934	2.4%	20,353	2.9%
Education Education-Related Organizations	33,779	2.0%	23,075	3.3%
Matching Gifts for Education	108,257	6.5%	27,081	3.9%
Other	64,951	3.9%	17,649	2.5%
Subcategories Unspecified	47,121	2.8%	19,408	2.8%
Total Education	$610,147	36.8%	$256,260	37.0%
Culture and Art				
Matching Gifts for Culture and Art	$ 13,601	0.8%	$ 402	0.1%
All Other Culture and Art	151,533	9.1%	63,665	9.2%
Subcategories Unspecified	13,471	0.8%	5,939	0.9%
Total Culture and Art	$178,605	10.8%	$70,006	10.1%
Civic and Community				
Public Policy Organizations	$ 22,004	1.3%	$ 7,921	1.1%
Community Improvement	53,356	3.2%	28,779	4.2%
Environment and Ecology	44,026	2.7%	11,190	1.6%
Justice and Law	6,808	0.4%	3,317	0.5%
Housing	6,395	0.4%	5,627	0.8%
Other	61,956	3.7%	11,714	1.7%
Subcategories Unspecified	41,580	2.5%	10,464	1.5%
Total Civic and Community	$236,125	14.2%	$79,012	11.4%
Other				
Total Other	$182,992	11.0%	$32,043	4.6%
Grand Total	$1,658,384	100.0%	$693,172	100.0%

Source: Survey of Corporate Contributions, 1989 edition, The Conference Board, Table 16.

programs tend to impose the most stringent requirements. "Those corporations insist on feeding us caviar when our schools are starving for bread and water."

Responding to the criticism, the executive director of the Kraft Foundation replied that contributions officers were under pressure by their superiors to justify their entire giving operations. "There must be greater emphasis on what's in it for the corporation," he said.[8]

- *More gifts of equipment and materials.* Non-cash gifts continued to play a significant role in total business contributions. By 1987, the last calendar year for which hard data is available, non-cash gifts accounted for more than 20 percent of corporate donations, and anecdotal evidence indicates the trend continued during 1988. Two examples: IBM — the nation's largest corporate giver — announced in December a gift of $12 million in computer equipment to 48 colleges and universities; and Digital Equipment Corporation contributed more than $450,000 worth of hardware, software and services to Ohio State University Hospital's clinical information systems.[9]

- *Growing involvement of Japanese-based corporations in American philanthropy.* In 1988 at least four Japanese companies gave "large gifts" — $1 million and above — to U.S. institutions. These included Yamaichi Securities' $2 million to New York University; Mitsubishi Bank of Japan's $1.5 million to Massachusetts Institute of Technology (MIT) and $1 million to the Art Institute of Chicago; Matsushita Electric Industrial's $1.5 million to Pacific University; and Fujitsu Limited's $1.5 million to MIT. Other Japanese foundations, established in recent years, continued their grantmaking activity in 1988. Among them are Toyota Motor Sales, USA, Inc., Matsushita Electric, Honda, and Suzuki Motor Company. And in what may serve as the opening wedge of a related trend, the Pohang Iron and Steel Company of South Korea donated $1 million to Carnegie-Mellon University.

For Tomorrow. . .

Trends apparent in 1988 are likely to continue for the next few years, according to several forecasts. But developments in the broader society may provide at least some pressure for a rebound in corporate giving. Such developments include: a vastly increased homeless population, the AIDS pandemic, mounting illiteracy, a widening gap between wealthy and poor, steady economic growth (the Gross National Product increased 7.43 percent in 1988 over 1987), and public revulsion over major scandals in both business and government sectors.

A mixed forecast of corporate giving was presented by Madelyn Hochstein, Executive Vice President of The Daniel Yankelovich Group, who directed the survey of chief executive officers for the Council on Foundations:

- Continuation of the "lean and mean" hard-nosed approach that requires contributions to coincide with corporate strategic goals;
- More non-cash giving;
- A revival of society's expectation that corporations can, in fact, "give and do";
- A new emphasis on ethical behavior and fair play by corporations;
- More focus on adult education and retraining.[10]

Table 21: Distribution of Large Corporate Gifts ($1 Million and Above)

Use	Amount	% of Total
Religion	$ 0	0.0%
Education	117,641,327	91.3%
Health	4,850,000	3.8%
Human Service	1,000,000	0.8%
Arts, Culture & Humanities	3,400,000	2.6%
Public/Society Benefit	1,000,000	0.8%
All Other Uses	1,000,000	0.8%
	$128,891,327	100.0%

Large Corporate Gifts

Allstate Insurance Company
St. Petersburg Junior College
$11,000,000

Fastennal Corporation
Cotter High School
$5,000,000

General Motors Corporation
Michigan State University
$5,000,000

Xerox Foundation
University of Rochester-New York
$5,000,000

Harris Corporation
Florida Institute of Technology
$5,000,000

Midwest Athletes Against Childhood Cancer
Medical College-Wisconsin
$4,000,000

Howard Hughes Medical Institute
Marine Biological Laboratory
$4,000,000

Emerson Electric Company
Washington University-Missouri
$3,400,000

Firestone Tire and Rubber Company
University of Akron
$3,000,000

American Telephone & Telegraph
University of Virginia
$2,700,000
Computer Equipment

American Apparel Manufacturers Association
University of Southwestern Louisiana
$2,500,000

National Medical Enterprises
UCLA School of Medicine
$2,500,000

Merck & Company
National Institute of Health
$2,300,000

Unisys Corporation
Mankato State University
$2,000,000
Equipment

CSX Corporation
College of William and Mary
$2,000,000

Yamaichi Securities Company
New York University
$2,000,000

K-Mart Corporation
Wayne State University
$2,000,000

Howard Hughes Medical Institute
Xavier University
$1,800,000

Hewlett-Packard Company
Ohio State University
$1,720,000

IBM Corporation
Pennsylvania State University
$1,700,000
Computer Equipment

Apollo Computer Inc.
University of California-Los Angeles
$1,605,580
Computer Hardware & Software

Paralyzed Veterans of America and Eastern Paralyzed Veterans Association
Yale University School of Medicine
$1,500,000

Matsushita Electric Industrial Corporation
Pacific University
$1,500,000

Fujitsu Limited
Massachusetts Institute of Technology
$1,500,000

Mitsubishi Bank of Japan
Massachusetts Institute of Technology
$1,500,000

Digital Equipment Corporation
Museum of Fine Arts
$1,400,000

Dyson-Kissner-Moran Corporation
New York Hospital-Cornell Medical Center
$1,300,000

American Telephone and Telegraph
University of Illinois
$1,300,000
Computer Equipment

Ford Motor Company
Dartmouth College Thayer School of Engineering
$1,250,000

Reliance Group Holdings
New York Hospital-Cornell Medical Center
$1,250,000

Oak Tree Racing Association
University of California-Davis
$1,250,000

Wolfe Associates Inc.
Ohio State University
$1,250,000

Wang Laboratories
Brown University
$1,250,000

Molex Inc./John H. Krehbeil Jr.
Dartmouth College Thayer School of Engineering
$1,250,000

Prudential Insurance Company of America
University of Akron
$1,200,000
Former Dept. Store Building in Akron

IBM Corporation
Pennsylvania State University
$1,200,000

Amoco Technology Company
University of Illinois
$1,200,000

Howard Hughes Medical Institute
Haverford College
$1,200,000

Howard Hughes Medical Institute
Wesleyan University
$1,200,000

Valid Logic Systems
New Jersey Institute of Technology
$1,100,000
Computer Equipment

Digital Equipment Corporation
French River Education Center
$1,065,747
Computer Hardware and Software

Fort Howard Corporation
University of Notre Dame
$1,000,000

Lotus Corporation
Children's Museum of Manhattan
$1,000,000

Delaware North Companies
State University of New York-Buffalo
$1,000,000

Exxon Education Foundation
American Chemical Society
$1,000,000

Mitsubishi Bank Limited
Art Institute of Chicago
$1,000,000

Ford Motor Company
Art Center College of Design
$1,000,000

Avon Corporation
Northwestern University
$1,000,000

IBM Corporation
University of Southern California
$1,000,000

International Telephone and Telegraph Corporation
Duke University
$1,000,000

Arthur Anderson and Company
University of California-Berkeley
$1,000,000

Raytheon Company
Northwestern University
$1,000,000

S.C. Johnson & Son Inc.
Northwestern University
$1,000,000

Delhaize Company
Catawba College
$1,000,000

Pohang Iron and Steel Company of South Korea
Carnegie Mellon University
$1,000,000

Baltimore Gas & Electric Company
Greater Baltimore Committee for Project College Bound
$1,000,000

Evans and Sutherland Company
University of Illinois-Urbana, Champaign
$1,000,000
Computer Visual System

Deluxe Check Printers
University of Minnesota
$1,000,000

Kerr-McGee Corporation
University of Oklahoma
$1,000,000

Minnesota Mining and Manufacturing Company
California Institute of Technology
$1,000,000

Motorola Corporation
Georgia Institute of Technology
$1,000,000

Partners of Peterson & Company
Northwestern University
$1,000,000

Mays Department Stores Company
Washington University
$1,000,000

E.I. DuPont de Nemours & Company
University of Chicago
$1,000,000

E.I. DuPont de Nemours & Company
California Institute of Technology
$1,000,000

Hanover Brands Inc.
Pennsylvania State University
$1,000,000

Walter Morris and Son Realty Company
Wichita State University
$1,000,000

Howard Hughes Medical Institute
College of Wooster
$1,000,000

Northwestern Bell Company
College of St. Thomas
$1,000,000

Metropolitan Life Insurance Company
Group W Television Stations
$1,000,000

Versacad Corporation
New Jersey Institute of Technology
$1,000,000
Computer Software

Notes for Giving by Corporations

1/ Anne Klepper (ed.), *Corporate Contributions in an Age of Restructuring*, Research Bulletin #226, 1988, The Conference Board, New York. Page 5.

2/ *The Climate for Corporate Giving: Current and Future CEOs Talk About Giving in Today's Environment*, 1988, Council on Foundations, Washington, D.C. Pages 11, 17.

3/ Klepper, Op. Cit. Page 6.

4/ Recent essays on cause-related marketing include: Philip J. Webster, "The Case for Cause-Related Marketing," *Foundation News*, January/February 1989; Maurice G. Gurin, "Phony Philanthropy?" *Foundation News*, May/June 1989.

5/ Dirk Johnson, "Companies Create 'Model School' for Urban Poor," *New York Times*, October 26, 1988.

6/ Klepper, Op. Cit.; *Corporate Giving Watch*, The Taft Group, September 1988; *Community Relations Letter*, Center for Corporate Community Relations, Boston College, December 1988; *Corporate Philanthropy Report*, October 1988; Kathleen Teltsch, "Business Sees Aid to Schools as a Net Gain," *New York Times*, December 4, 1988; United Way of America press release, April 7, 1988.

7/ *Corporate-University Relations Programs*, Perspectives #14, 1988, The Conference Board. Page 2.

8/ Anne Lowrey Bailey, "President of United Negro College Fund Denounces Corporate Practice of Specifying a Grant's Purpose," *Chronicle of Higher Education*, April 20, 1988.

9/ Linda Cardillo Platzer and Maureen Nevin Duffy, *Survey of Corporate Contributions*, 1989 Edition, The Conference Board; "IBM Will Donate Equipment and Services to 48 Colleges to Study How Computers Can Be Used in Manufacturing, *Chronicle of Higher Education*, December 7, 1988.

10/ Klepper, Op. Cit. Page 6.

Uses of Contributions

Giving to Religion

Giving to Education

Giving to Health

Giving to Human Services

Giving to Arts, Culture and Humanities

Giving to Public/Society Benefit

Giving to All Other Uses

Giving to Religion 1955–1988
(Current $ vs. Inflation-Adjusted $)

($ in Billions)

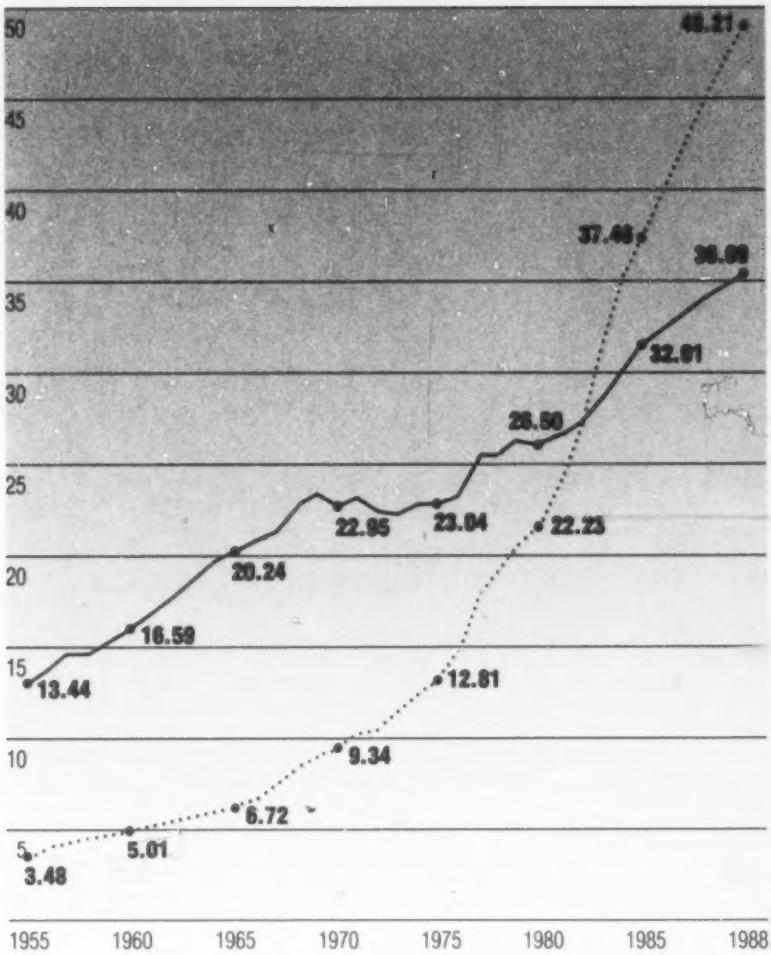


Table 22: Gifts to Religion ($ in Billions)

	Amount		Amount
1970	$ 9.34	**1980**	22.23
1971	10.07	**1981**	25.05
1972	10.10	**1982**	28.06
1973	10.53	**1983**	31.84
1974	11.84	**1984**	35.43
1975	12.81	**1985**	37.46
1976	14.18	**1986**	41.68
1977	16.98	**1987**	44.54
1978	18.35	**1988**	48.21
1979	20.17		

Houses of worship and other religious organizations received an estimated $48.21 billion in 1988, up 8.24 percent over the revised estimate of $44.54 billion given the year before.

When adjusted for inflation, the amount represents an increase of 3.30 percent.

Contributions to religion accounted for 46.19 percent of total donations for the year.

The estimate of giving to religion is essentially the amount remaining after donations to other recipient categories are estimated. Most organized religious groups in the United States do not disclose the amount of contributions they receive. However, studies of religious philanthropy confirm that giving to religion far outweighs giving to any other type of charitable or philanthropic cause. The most recent such study, conducted by the Gallup Organization for Independent Sector, largely confirmed *Giving USA* estimates (see below).

Religion as Philanthropic Wellspring

For an avowedly secular society, in which half the nation's population believes that religion is *losing* its influence in American life,[1] a startling discovery was made in 1988: organized religion today not only retains its historical influence on philanthropic giving — to secular as well as religious-affiliated organizations — it also functions as the nation's major provider of a host of human services to neighborhoods and communities.

The discovery came to light in a nationwide survey of religious activities and finances, conducted by the Gallup Organization under the sponsorship of Independent Sector.

The survey, "From Belief to Commitment," consisted of telephone and mail questionnaires to 4,200 congregations representing Protestant, Jewish, Catholic, Moslem, Buddhist and other faiths. It was conducted from March 1987 to May 1988; the report was released in December, 1988.

Key findings of the survey include:

- Americans belonged to some 294,000 religious congregations in 1986, the year for which data was requested;
- Almost half of the estimated $41.4 billion* contributed by Americans to religion that year was spent by the congregations on a wide variety of human service, health, arts, education and societal improvement activities.
- Between 64% and 93% of the congregations provide or support such services as housing, day care, free or low cost meals, medical care, health instruction, counseling and programmatic assistance to the disabled, and aid to international service organizations.

*Giving USA estimated giving to religion in 1986 at $41.7 billion, slightly more than the $41.4 billion estimated by the Gallup Organization. The small variance reflects different estimating and computation methods.

- Between 29% and 45% of the congregations support, in addition to the above, programs for civil rights and social justice, community development, arts instruction and performances, elementary and high school education, and neighborhood and environmental improvements.
- Family planning and abortion services are supported by 30 percent of the congregations, while right-to-life (antiabortion) activities are supported by 47 percent.
- Beyond financial and in-kind (food; clothing, equipment) support, congregations provide volunteer services by members, other than clergy. About a third of the congregations provide up to 24 volunteers monthly, another third offers up to 54 volunteers, and most of the remaining third provide 65 or more volunteers each month. The millions of hours thus donated yearly by non-clergy congregation members amount to the equivalent of several billion dollars.
- Non-clergy volunteers donated almost 48 percent of their volunteer time to non-religious activities, that is, for services other than religious ministry or religious education. About two-thirds of those hours were spent volunteering in general education, welfare and health.

The survey also confirmed that virtually all the money donated to religion comes from individuals — 96.7 percent. Bequests provide about 3 percent, and the tiny remainder derives from a few foundation and corporate grants.[2]

Additional light was shed on the relationship between religion and giving in an earlier survey released by Independent Sector in 1988. "Giving and Volunteering in the United States," a report based on interviews with 2,775 adult Americans, revealed that members of religious congregations were more likely to give and to volunteer than people who were not members.

For example, 48 percent of respondents who belonged to a house of worship gave to both religious and non-religious causes, compared to 12 percent of respondents who were not members. And more than half of the respondents who belonged to a religious congregation volunteered their time, as opposed to a third of those who did not belong.[3] (For additional findings of this study, see the section on Giving by Individuals.)

Fallout from Televangelism Scandals

Although Americans provided almost half their donations to religion in 1988, many Catholic congregations feared their charitable income would decline as a result of the sexual and financial scandals involving some of the most popular television evangelists. (Jim Bakker, for example, former head of the PTL television ministry, was in-

dicted near the end of the year on charges of defrauding donors.)

While the televangelists are almost always Protestant, Catholics feared that many donors might ignore denomenational differences. For some congregations, the fear of declining donations proved unfounded. For others, donations were indeed less than expected. *Dimensions*, a newsletter of the National Catholic Development Conference, noted that "some [Catholic] fund raisers are flourishing, some are faltering, and most are watching to see future developments." The newsletter reported that one order of women religious, the Maryknoll Sisters, undertook a major fund-raising effort during the same week that the Jim and Tammy Bakker scandal erupted. "Our appeal just flopped," said a spokeswoman from the order. "Maybe it was just a coincidence, but I can't help wondering."

The director of the Edmundite Southern Missions in Selma, Alabama, was quoted as saying that "these scandals are poisoning the water in which we all swim, making people more suspicious."

Other Catholic fund raising, however, proved unaffected by the scandal. A spokesman for the Priests of the Sacred Heart, in Hales Corner, Wisconsin, said that his congregation was "getting more new donors than ever," and that his traditional donors "wouldn't dream of connecting [us] with . . . televangelists."[4]

The televangelist movement itself seemed only slightly affected by the scandals in terms of donations. Of the participants at the 1988 Christian Stewardship Council Conference, 62 percent said their gift income increased over 1987, and another 26 percent said donations remained the same. Only 12 percent reported a decline, according to the *Christian Stewardship Monitor*, which reports on issues of concern to evangelical groups.[5]

However, contributions to a few of the better known television orators did slacken. *FRM Weekly*, a fund-raising trade newsletter, citing national press coverage, reported a plummet in donations to Jerry Falwell's "Old-Time Gospel Hour" amounting to more than $10 million in 1988.

The newsletter also reported that the Internal Revenue Service was investigating the finances of 26 of the televangelists. According to the report, the IRS audit will seek to discover whether contributions "were diverted for personal use but not reported as income; whether salaries and benefits received by evangelists exceeded what is considered reasonable for tax-exempt organizations; and whether donations were channeled to political activities."[6]

Declining Catholic Donor Base

Giving to Catholic churches has declined on a per capita basis to almost half of what it had been some two

Table 23: Religious Affiliation in the U.S.
(Based on reports of 219 religious bodies)

	Houses of Worship	Members
Buddhist	100	100,000
Eastern Churches	1,682	3,972,778
Jewish[1]	3,416	5,943,700
Old Catholic, Polish National Catholic, Armenian Churches	428	829,007
Protestant[2]	319,073	79,396,394
Roman Catholic	23,552	53,496,862
Miscellaneous[3]	1,130	192,065

Note: Islam, not listed in the above table, has some 6 million adherents in the United States, in addition to temporary visitors such as diplomats, students, and employees of foreign missions.

[1]Including Orthodox, Conservative, and Reformed branches

[2]Including Latter-Day Saints, Jehovah's Witnesses, and a few others not strictly referred to as "Protestant"

[3]Including groups that define themselves as alternatives to traditional religions, such as Spiritualist, Ethical Culture, Unitarian-Universalist

Source: Constant H. Jacquet, Jr. (ed.), *1989 Yearbook of American and Canadian Churches*, Abingdon Press, 1989, Nashville.

decades ago, according to Foundations and Donors Interested in Catholic Activities (FADICA). In a report covering the proceedings of its June, 1988 national symposium in Washington, D.C., the group noted that the "erosion in the Catholic donor base comes at a time when levels of wealth and income in the Catholic population are at an all-time high. It also occurs when the Church is experiencing increased demands for expanded services at the diocesan and parish level and sharply rising operational costs for its schools."[7]

Among the observations made at the symposium were:

- Several financial crises face the Catholic Church today, including retirement of American religious, an eroding endowment base of the Holy See, and an inability of the Church to offer financial aid and employment to college youth who wish to work in the ministry. Contributing to the severity is the fact that these and related crises are "conspicuously absent from the agendas of Church gatherings," according to FADICA's president, Francis J. Butler.

- In absolute and proportionate terms, Catholics give less than Protestants. For example, twice as many Protestants as Catholics donate $1000 or more. Also, eight percent of Catholics contribute one tenth or more of their income to the Church, compared to almost three times as many Protestants.

Reasons offered for the declining Catholic donor base included a "low level of involvement with the [Church] itself, a lack of spiritual context for giving, lack of accountability, and [little] voice in the use of Church funds," according to George Gallup, president of the Gallup Organization.

Additional reasons, suggested by other participants at the symposium, included: 1) Pastors often underestimate the financial ability of their parishioners; 2) An inverse relationship obtains between parish size and donations: Catholic parishes are ten to

twelve times the size of Protestant parishes; 3) Protestants tend to utilize the skills of their parishioners more so than Catholics. The less parishioners are encouraged to employ their skills and talents, the less connected they feel to the Church itself, some observers felt.

Slight Growth in Giving to Protestant Churches

Contributions to 42 Protestant congregations grew to $14.9 billion in 1987 (the latest year for which data are available), up 2.6 percent over the amount given the year before, according to the *1989 Yearbook of American and Canadian Churches*. During the same period, full and confirmed membership in the reporting congregations dropped under one percent, to 47.8 million people.[8]

Protestant seminaries tend to raise more money than Catholic seminaries, according to a study released during the year. One possible reason: development or fund-raising offices in the Protestant schools tend to have almost twice as many professional and support staffers as Catholic seminary offices.[9]

Dimensions of Jewish Philanthropy

The "well" of Jewish giving in America — and the controversy over whether it is likely to run dry — were explored in detail at a conference on American Jewish philanthropy held in June, 1988 in New York City. Sponsors, who termed the conference a groundbreaking event, included the Center for Jewish Studies at the Graduate Center of the City University of New York (CUNY), the North American Jewish Data Bank (established by the Council of Jewish Federations), the Institute for the Study of Modern Jewish Life at City College of New York, and the Center for the Study of Philanthropy at CUNY's Graduate Center.

Analyzing the demographics of Jewish giving, one panelist noted that "Jewish philanthropy has been increasing but it has increased at a much lower rate than philanthropy more generally. In constant dollars, Jewish philanthropy has fallen behind." According to the panelist, a sampling of Jewish residents in nine American cities — said to represent about two-thirds of the American Jewish population — revealed the following:

- More Jewish Americans tend to give to non-Jewish causes than to Jewish-affiliated causes, both religious and secular. Half the Jews sampled said they gave to the local Federated Jewish Campaign, while 70 percent said they gave to other causes.
- Lowest-income Jews (earning less than $7,500 annually) are more likely to give to general than to Jewish-affiliated causes. Thus, 30 percent of lowest-income Jewish households gave to the Federated

Jewish Campaign, while 59 percent gave to other causes. But 81 percent of highest-income Jews (earning $125,000 and above) gave to the Campaign. The discrepancy may reflect that lower-income Jews are less likely to be solicited by the Campaign. According to the study's author, "What we find more interesting is that the probability of giving is enhanced enormously [i.e., from 30 to 65 percent] in the low income group when they are asked."

- Giving to Jewish causes varies also with generation and age: the most likely to give are second-generation Jews; later-generation Jews are less likely to give to the Federated Campaign, but more likely to give to other causes; Jews under 25 years of age are least likely to give either to the Campaign or to other causes (owing primarily to lower income).[10]

- The focus of Jewish philanthropy has undergone a major change since the 1960's, according to another panelist. The Jewish community, he said, "shifted from a primary focus on helping American Jews to integrate into American life successfully, to a basic concern with maintaining and enhancing their Jewish life in the face of the 'threat' of freedom in North America. The building and enhancing of community itself became the primary mission of the Federation."[11]

Black Churches Focus on Education

Results of Project Spirit, a pilot program of the Congress of National Black Churches launched with foundation grants in 1986, have been successful so far, according to a 1988 report issued by the Carnegie Corporation. The Corporation and the Lilly Endowment fund the effort.

Established in 15 black churches in Oakland, Indianapolis, and Atlanta, Project Spirit combines "academic tutoring, morale-building, and instruction in practical living skills".

After a year of operation, the program has made "a substantial difference in [350 enrolled] children's school careers and relationship with their parents," according to the report. Components of the program include:

- After-school tutorials for children aged six through twelve, lasting 36 weeks and focusing on reading, writing, arithmetic and self-worth;

- Parent counseling, six hours a week;

- Pastoral counseling, "enabling participating ministers to become more helpful in dealing with a range of family problems, from communication between parents and their children to human sexuality and pregnancy."

The report noted that since the founding of the first Black American church in 1773, black churches "have played a critically important role in sustaining the black family." Building on this

tradition, the Congress of National Black Churches was founded in 1978 through the auspices of the Lilly Endowment, and serves today as an umbrella group of five major Black American denominations, which together represent some 10 million people in about 50,000 churches.[12]

Weekly Worship Up, but Membership Declines

Slightly more Americans attended church or synagogue in a typical week in 1988 than in 1987, but actual membership in houses of worship declined during the same period to an all-time low.

A Gallup poll of the churchgoing behavior of Americans revealed that 42 percent of the population said they attended services at a house of worship during a typical week, slightly up from the 40 percent who attended the previous year. Nevertheless, church membership itself reached its lowest point in four decades: 65 percent of the respondents said they belonged to a church or synagogue during the year, down from 69 percent in 1987, and well below a high of 76 percent in 1947.

The Gallup poll also revealed that religion was considered "very important" to slightly more than half the population in 1988 — 53 percent, the same as the previous year, but down almost a third from the high of 75 percent in 1952.[13]

Large Gifts to Religion

Benedictine College
Order of St. Benedict (The)
$2,000,000

Notes for Giving to Religion

1/ *PRRC Emerging Trends*, March 1988, Princeton Religion Research Center.

2/ Virginia Hodgkinson, Murray S. Weitzman, Arthur D. Kirsch, *From Belief to Commitment: The Activities and Finances of Religious Congregations in the United States*, Independent Sector, 1988, Washington, D.C. Tables 3.5, 3.1, 4.8, 4.19, 4.20, 4.3, 4.23.

3/ Virginia A. Hodgkinson and Murray S. Weitzman, *Giving and Volunteering in the United States*, Independent Sector, 1988, Washington, D.C. Tables 3.1, 3.2.

4/ Alston Fitts, III, "Catholic Fund Raisers Fear Fallout From Televangelists," *Dimensions*, June 1988, reprinted from *Our Sunday Visitor*.

5/ *Christian Stewardship Courier*, Summer 1988

6/ *FRM Weekly*, a publication of *Fund Raising Management Magazine*, January 13, 1988; December 7 and 14, 1988.

7/ *Funding Churches in the Future*, Foundations and Donors Interested in Catholic Activities, Inc., 1988, Washington, D.C. Pages x, ff.

8/ Constant H. Jacquet, Jr. (ed.), *1989 Yearbook of American and Canadian Churches*, Abingdon Press, 1989, Nashville. Page 266.

9/ "Survey: Development Staff Sizes," *Seminary Development News*, Winter 1988. Page 8.

10/ Paul Ritterband and Richard Silberstein, "Generation, Age and Income Variability," *Jewish Philanthropy in America*, Pre-Publication Papers. Pages 46-52.

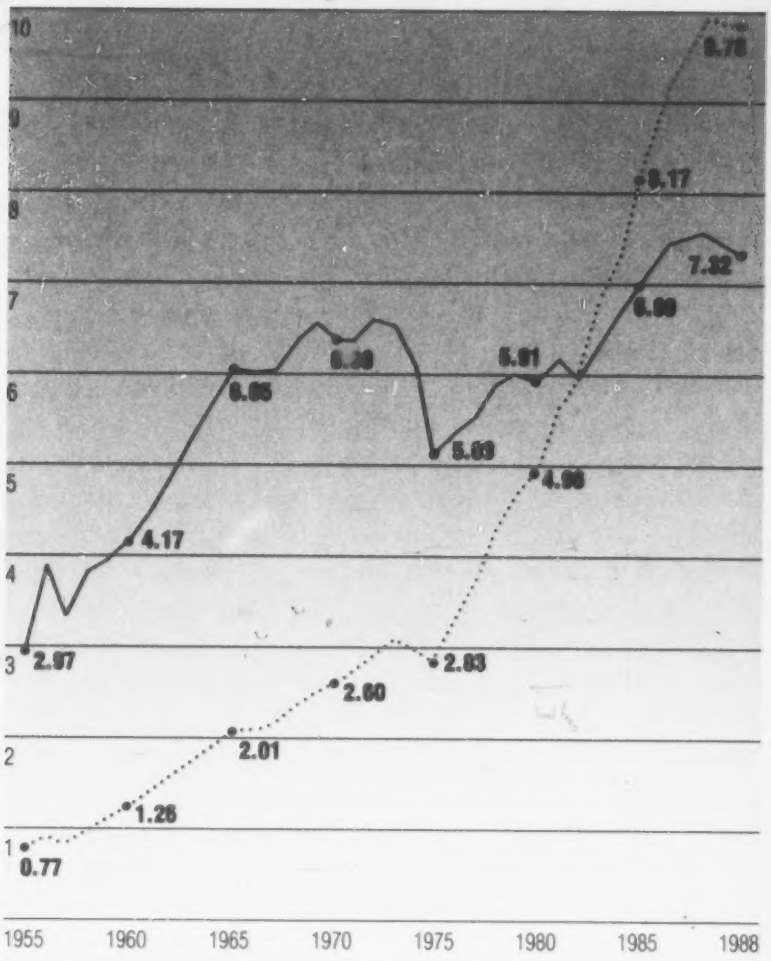
11/ Donald Feldstein, "The Changing Client System in Jewish Philanthropy," *Ibid.* Page 8.

12/ "Black Churches: Can They Strengthen the Black Family?" *Carnegie Quarterly*, Fall/Winter 1987-88.

13/ *Emerging Trends*, Princeton Religion Research Center, December 1988.

Giving to Education 1955–1988
(Current $ vs. Inflation-Adjusted $)

($ in Billions)



..... Current $

_____ Constant $
(1982 = 100)

Table 24: Gifts to Education ($ in Billions)

	Amount		Amount
1970	$2.60	**1980**	4.96
1971	2.75	**1981**	5.77
1972	2.98	**1982**	6.00
1973	3.10	**1983**	6.65
1974	3.05	**1984**	7.29
1975	2.83	**1985**	8.17
1976	3.28	**1986**	9.39
1977	3.62	**1987**	9.84
1978	4.11	**1988**	9.78
1979	4.54		

Source: Data through 1972: The Commission on Private Philanthropy and Public Needs, 1977, U.S. Treasury Department.

Giving to education dropped to an estimated $9.78 billion in 1988, a decline of 0.61 percent over the revised estimate of $9.84 billion donated in 1987. After adjusting for inflation, the decline amounted to 5.15 percent.

Donations to education accounted for 9.37 percent of all giving in 1988.

The $9.78 billion represented the first decline in gifts to education in current dollars since 1975. That year — marked by a steep recession — contributions to schools and school-related activities fell about 7 percent, or more than 15 percent after adjusting for inflation. Since then, donations had climbed steadily.

The estimate of giving to education is based on an annual survey of higher education and independent schools conducted by the Council for Aid to Education (CFAE), plus projections of individual, foundation and corporate grants to pre-college schooling, continuing education, and education-related services such as libraries and research institutes. Those projections are based on surveys conducted by the Foundation Center and The Conference Board.

Gifts to Higher Education

Contributions to colleges and universities in the United States dropped by an estimated 3.5 percent in fiscal 1987-88 — the first decline in 13 years. The survey of more than 1,100 of the nation's 3,400 institutions of higher learning, conducted annually by the Council for Aid to Education (CFAE), estimated that giving in the fiscal year amounted to $8.2 billion, down from an estimated $8.5 billion donated the previous fiscal year.

The drop primarily reflected cutbacks by individual donors — surprising, as individuals increased their overall giving in 1988 by more than 7 percent (see section on Giving by Individuals).

According to the CFAE study, individual donors curtailed their contributions to colleges and universities by about 10 percent — 13 percent by alumni, and almost 7 percent by other individuals. Religious groups also cut back on their gifts by more than 3 percent.

Other donors actually increased their contributions: foundations by more than 6 percent; civic groups, unions, clubs, and various consortia by 4 percent; and corporations by just under 2 percent. (However, corporate gifts to some 600 independent colleges and universities that collectively raised funds through the Foundation for Independent Higher Education dropped 1.2 percent in 1987-88, according to the foundation's annual report. The amount raised from business for those schools in the fiscal year totalled $43.1 million.)

CFAE officials attributed the overall decline to two factors: the Tax Reform Act of 1986 (relevant provisions of which took effect in 1987), and the market plummet of October,

1987. John R. Haire, President of CFAE, labeled the 1987-88 decline a "correction" of the soaring 25 percent increases in alumni gifts during the two previous fiscal years, and the average 12 percent overall annual increases during the past decade.

In a statement accompanying release of the CFAE figures, Mr. Haire said that donors who feared a reduction in the tax benefits of charitable contributions made major gifts before the start of 1987, thereby creating a one-time bulge in giving during the 1986-87 fiscal year. The absence of the need to rush giving the next year accounted for part of the decline in 1987-88.

In addition, the market crash of October 1987 "shook the confidence of many contributors, including those planning large gifts of appreciated securities," Mr. Haire said.

Of particular interest in the CFAE survey was the difference in giving to private versus public institutions of learning. The private colleges and universities (both two-year and four-year institutions) showed a decline of 7 percent in gifts, whereas the public bodies increased their gifts by more than 3 percent. According to CFAE, the difference "testifies to the continuing expansion of the fund-raising capabilities of state institutions." Also, he said, because public institutions depend to a much lesser degree on contributions, the amount they receive in donations tends to reflect a higher percent increase.

Minorities and Schools

Contributions by minority celebrities, problems affecting minority students, and the developing paucity of minority teachers and professors were among the leading education issues facing the philanthropic world in 1988. Developments in this area included:

- A gift of $20 million to Spelman College, a black women's college in Atlanta, by the actor Bill Cosby and his wife Camille. Mr. Cosby also gave $800,000 to Meharry Medical College in Nashville.
- Special benefit concerts for the United Negro College Fund by singers Michael Jackson and Whitney Houston. Partly as a consequence of the benefits, the Fund raised a record $45 million in 1988.[1]
- Establishment of the Charles A. Dana Center for Innovation in Mathematics and Science Education at the University of California at Berkeley, with a $737,000 grant from the Charles A. Dana Foundation. The Center hopes to foster methods of increasing the number of minority students in science professions and academic disciplines. "The problem of decreasing minority participation in American higher education outshadows all others," according to the Foundation's Chairman, David J. Mahoney.[2]

Table 25: Giving to Higher Education by Type of Donor ($ in Millions)

	Amount	% of Total		Amount	% of Total
Alumni			**Business**		
1979-80	$ 910	23.9%	**1979-80**	$ 696	18.3%
1980-81	1,049	24.8%	**1980-81**	778	18.4%
1981-82	1,240	25.5%	**1981-82**	976	20.1%
1982-83	1,237	24.0%	**1982-83**	1,112	21.5%
1983-84	1,305	23.3%	**1983-84**	1,271	22.7%
1984-85	1,460	23.1%	**1984-85**	1,574	24.9%
1985-86	1,825	24.7%	**1985-86**	1,702	23.0%
1986-87	2,346	27.6%	**1986-87**	1,819	21.4%
1987-88	2,042	24.9%	**1987-88**	1,853	22.6%
Non-Alumni			**Religion**		
1979-80	$ 847	22.3%	**1979-80**	$155	4.1%
1980-81	1,007	23.8%	**1980-81**	170	3.3%
1981-82	1,097	22.6%	**1981-82**	175	3.6%
1982-83	1,190	23.1%	**1982-83**	208	4.0%
1983-84	1,316	23.5%	**1983-84**	190	3.4%
1984-85	1,416	22.4%	**1984-85**	208	3.3%
1985-86	1,781	24.1%	**1985-86**	211	2.8%
1986-87	2,066	24.3%	**1986-87**	204	2.4%
1987-88	1,927	23.5%	**1987-88**	197	2.4%
Foundations			**Other**		
1979-80	$ 903	23.8%	**1979-80**	$289	7.6%
1980-81	922	21.8%	**1980-81**	334	7.9%
1981-82	1,003	20.6%	**1981-82**	369	7.6%
1982-83	1,018	19.7%	**1982-83**	397	7.7%
1983-84	1,081	19.3%	**1983-84**	437	7.8%
1984-85	1,175	18.6%	**1984-85**	487	7.7%
1985-86	1,363	18.4%	**1985-86**	518	7.0%
1986-87	1,513	17.8%	**1986-87**	552	6.8%
1987-88	1,601	19.6%	**1987-88**	574	7.0%

Source: Council for Aid to Education

- A growing shortage of black, Hispanic, Asian, American Indian and Alaskan Native teachers in elementary and secondary schools. A Ford Foundation-sponsored study by the American Association of Colleges for Teacher Education reported that the proportion of minority students is far greater than the proportion of minority instructors, and that by 1995, "the racial and ethnic composition of the teaching force will be diametrically opposed to the racial and ethnic composition of the nation's classrooms." The study also found that schools, colleges

and education departments in the Northeast enroll the smallest proportion of minority students and teachers, while those in the West enroll the largest.[3]

- Publication of *One Third of a Nation* by the Commission on Minority Participation in Education and American Life, a foundation-funded blue ribbon panel. The report warned that unless educators, employers and others undertook a renewed effort to increase access to learning and work for minorities, "the nation will suffer a lower standard of living, social conflict will intensify, our ability to compete in world markets will decline, our economy will falter, and our national security will be endangered," according to a summary of the report.[4] An accompanying handbook, issued by the American Council on Education, contains specific recommendations for educators and others.

- Continuing high dropout rates by Hispanic students, according to a study by the Carnegie Foundation for the Advancement of Teaching. The study found that availability of financial aid was the primary factor in Hispanic students' choice of college.[5] In a related development, a corporate and foundation-funded project in Cleveland to reach low-income students prior to dropping out of high school has reported significant success: 80 percent of the black and white students who received financial aid, counseling and follow-up services were graduated from college, compared to a national college graduation rate of 50 percent. The project is funded by the Cleveland Foundation and Picway Stores, among others.[6]

- Commitments of up to $6 million by the Robert Wood Johnson Foundation to provide summer medical education courses for minority undergraduates at several universities, and a $3 million grant from the Firestone Tire and Rubber Company to the University of Akron (Ohio) to help low-income elementary and high school students succeed when they attend the university — which guarantees to accept them. Commenting on the medical education grants, Leighton Cluff, President of the Foundation, noted that "Minority applicants to medical schools are more qualified today than ever before, yet they are less likely to be accepted than majority students."[7] (For additional examples of business support of pre-college education, see the section on Giving by Corporations.)

Education Highlights

Other philanthropy-related developments in education during the year included:

- A major increase in higher

education grants by the Ford Foundation — close to $30 million, representing a rise of more than 25 percent over the amount granted in 1987. The foundation's aim was to strengthen undergraduate teaching in general, and to provide greater opportunities for minority students in particular.[8]

- Growing attention to partnerships between business and institutions of elementary, secondary and higher education. A two-day meeting by educators and corporate executives convened by *Fortune* magazine in September uncovered cooperative efforts in the following areas: restructuring public schools to change the "19th century factories they were designed to resemble," lowering the dropout rate, raising college enrollments, recruiting better teachers, promoting job training, supporting pre-school programs, and inspiring students.[9] Studies released by the Business Higher Education Forum and The Conference Board in 1988 also described joint business-school programs; the Forum's report listed recommendations for education reform.[10]
- The establishment of the first independent foundation at a private school — separate from the regular fund-raising or development department — to secure large gifts. Such foundations have long existed at public colleges and universities. Boston University's The Turn of the Century Foundation will seek gifts of only $1 million or more, and will avoid participation in annual giving or standard alumni appeals. The new foundation will also oversee the school's campaign to raise $1 billion by the year 2001.[11]

Large Gifts to Education

New York University
Leonard N. Stern
$30,000,000

Baylor College of Medicine
Albert B. Alkek
$25,000,000

Ohio State University
Leslie H. Wexner
$25,000,000

University of Texas Southwestern Medical Center
Perot Foundation (The)
$20,000,000
(Over Ten Years)

National Academy of Sciences and the Institute of Medicine
W.K. Kellogg Foundation
$20,000,000
(Over five years)

Spelman College
Bill and Camille Cosby
$20,000,000

Northwestern University
Joseph & Bessie Feinberg Foundation
$17,000,000

Massachusetts Institute of Technology
Howard Hughes Medical Institute
$15,000,000

Washington University
John M. Olin Foundation
$15,000,000

Harvard University's John F. Kennedy School of Government
A. Alfred Taubman
$15,000,000

Columbia University
John M. Olin Foundation
$15,000,000

University of California (San Francisco)
Lucille P. Markey Charitable Trust
$13,700,000

Yale Univ. School of Medicine
Lucille P. Markey Charitable Trust
$12,000,000

Washington Univ. School of Medicine
Lucille P. Markey Charitable Trust
$12,000,000

Columbia College
Herbert and Florence Irving
$11,000,000

St. Petersburg Junior College
Allstate Insurance Company
$11,000,000
Property

University of South Alabama
Estate of Louise Lenoir Locke
$11,000,000
Property

University of Texas Medical Branch (Galveston)
Sealy & Smith Foundation
$11,000,000

Michigan Biotechnology Institute
W.K. Kellogg Foundation
$11,000,000

University of California-Los Angeles
James A. and Carol Collins/Eugene S. and Maxine Rosenfeld
$11,000,000

Columbia College
Pamela and W. Averell Harriman
$11,000,000

University of Kansas
Lied Foundation
$11,000,000

University of Washington
Paul G. Allen
$11,000,000

University of Denver
Bill Daniels
$11,000,000

University of Pennsylvania
Revlon Foundation-Ronald Perelman
$11,000,000

Illinois Institute of Technology
Grabill Foundation
$11,000,000

University of Nebraska
Estate of Richard H. Larson
$11,000,000

Michigan State University
W.K. Kellogg Foundation
$10,247,595

University of Missouri (Columbia)
Donald W. Reynolds Foundation
$9,000,000

University of Southern California
Thomas and Dorothy Leavey Foundation
$9,000,000

University of Florida
Arthur A. Jones
$8,500,000

Irvine's College of Medicine
Edra E. Brophy
$8,500,000

University of Michigan
Lucille P. Markey Charitable Trust
$8,250,000

Wichita State University
Oliver and Betty Elliott
$7,600,000

Whitehead Institute for Biomedical Research
Lucille P. Markey Charitable Trust
$7,100,000

Columbia College
Morris A. Schapiro
$7,000,000

Columbia University-College of Physicians and Surgeons
Lucille P. Markey Charitable Trust
$6,500,000

Purdue University
Lucille P. Markey Charitable Trust
$6,490,000

University of Miami School of Medicine
Lucille P. Markey Charitable Trust
$6,270,000

Pennsylvania State University
H. Thomas Hallowell, Jr.
$6,000,000
Of which 4.5 Million was in land.

University of Notre Dame
Joan Kroc
$6,000,000

Columbia College
Lawrence A. Wien
$6,000,000

Pepperdine University
Arnold O. and Mabel M. Beckman Foundation
$6,000,000

Rockefeller University
Arnold O. and Mabel M. Beckman Foundation
$6,000,000

Tufts University
F.W. Olin Foundation
$5,570,000

Tuskegee University
W.K. Kellogg Foundation
$5,506,500

Case Western Reserve University
Lucille P. Markey Charitable Trust
$5,500,000

Ursinus College
F.W. Olin Foundation
$5,370,000

Michigan State University
W.K. Kellogg Foundation
$5,149,663

Joint Center for Political Studies-Washington DC
Ford Foundation
$5,100,000

Southern Methodist University
Nancy Harmon
$5,000,000

University of Richmond
Mr. and Mrs. Robert S. Jepson Jr.
$5,000,000

Yale University
S. Roger Horchow
$5,000,000

University of California (Los Angeles)
Edwin W. Pauley Foundation
$5,000,000

Florida Institute of Technology
Harris Corporation
$5,000,000

Michigan State University
General Motors Corporation
$5,000,000

Wellesley College
Kathryn Wasserman Davis and Shelby Cullom Davis
$5,000,000

University of Wisconsin-School of Business
Grainger Foundation
$5,000,000

University of Miami
Harcourt M. and Virginia W. Sylvester Foundation
$5,000,000

Cotter High School
Fastennal Corporation
$5,000,000

University of Denver
Estate of Frank H. Ricketson Jr.
$5,000,000

University of Rochester (NY)
Xerox Foundation
$5,000,000

Lehigh University
Murray H. Goodman
$5,000,000

University of Washington
Lyla A. Fluke
$5,000,000

Reed College
Edward and Sue Cooley/John and Betty Gray
$4,700,000

Augustana College
Roy J. Carver Charitable Trust
$4,600,000

University of Southern California
Kenneth T. and Eileen L. Norris Foundation
$4,500,000

University of Virginia
Mr. and Mrs. David A. Harrison III
$4,500,000

Northwestern University
Searle Family Trusts
$4,500,000

Rider College
Norman S. Davis
$4,430,000

Wichita State University's Shocker Field
Ron and Linda Tyler
$4,425,000

University of Iowa
Estate of Edwin B. Green
$4,000,000

New York University
Baroness Mariuccia Zerilli-Marimo
$4,000,000

Minority Students Preparing for Careers in Health Profession
Henry J. Kaiser Family Foundation
$4,000,000

University of Southern California
John D. Lusk
$4,000,000

Illinois Institute of Technology
Rice Foundation
$4,000,000

Medical College (Wisconsin)
Midwest Athletes Against Childhood Cancer
$4,000,000

Marine Biological Laboratory
Howard Hughes Medical Institute
$4,000,000

Moraine Valley Community College
Grabill Foundation
$4,000,000

Long Island University
Estate of Winthrop Bushnell Palmer
$4,000,000

University of California (Los Angeles)
Lilly Endowment
$3,850,000

University of Pennsylvania
Lucille P. Markey Charitable Trust
$3,800,000

Princeton University
Estate of Alfred L. Foulet
$3,800,000

University of California (San Diego)
Lucille P. Markey Charitable Trust
$3,520,000

Albert Einstein College of Medicine of Yeshiva University
Anonymous
$3,500,000

Stanford University School of Medicine
Arnold O. and Mabel M. Beckman Foundation
$3,500,000

Brandeis University
Abraham D. Gosman
$3,500,000

Southern Methodist University
Meadows Foundation
$3,500,000

Washington University-Missouri
Emerson Electric Company
$3,400,000

Washington University
Charles F. Knight
$3,400,000

University of Oregon
Lucille P. Markey Charitable Trust
$3,300,000

Southern Illinois University
Ralph E. Becker
$3,000,000
(Approximately)

University of Virginia
John W. Kluge
$3,000,000

University of Richmond
Anonymous
$3,000,000

Washington and Lee University
Marguerite and H. F. Lenfest
$3,000,000

Fairleigh Dickinson University
George Rothman
$3,000,000

Albion College
Herbert H. and Grace A. Dow Foundation
$3,000,000

University of Colorado Health Science Center-Denver
Ira Rothgerber Jr.
$3,000,000

Fairleigh Dickinson University
Fairleigh Dickinson Jr.
$3,000,000

Albion College
Herbert H. and Barbara C. Dow Foundation
$3,000,000

Lafayette College
William B. and P.T. Farinon
$3,000,000

University of Akron
Firestone Tire and Rubber Co.
$3,000,000

College of William and Mary
Wendy Reves
$3,000,000
(Over three years)

Bowling Green State University
Stranahan Foundation
$3,000,000

St. Francis College
Frank J. and Sylvia G. Pasquerilla
$3,000,000

State of Indiana Commission for Higher Education
Lilly Endowment
$2,931,457
(Over two years)

New York University
Anonymous
$2,930,000

New York University
Anonymous
$2,800,000

National Academy of Sciences
Ford Foundation
$2,700,000

University of Virginia
American Telephone & Telegraph
$2,700,000
Computer Equipment

University of Southern California
Weingart Foundation
$2,500,000

University of Southern California
Herb and Lani Alpert
$2,500,000

University of Southwestern Louisiana
American Apparel Manufacturers Association
$2,500,000

University of Florida
Hugh Culverhouse
$2,500,000

University of Arizona
Norman, Barbara & Frances McClelland
$2,500,000

University of Utah
John M. Huntsman Family
$2,500,000

University of Illinois
Clinton C. and Susan A. Atkins
$2,500,000

Ohio State University
Estate of Lucille M. Kennedy
$2,500,000

California Institute of Technology
Weingart Foundation
$2,500,000

Salisbury State College
Richard A. Henson
$2,500,000

UCLA School of Medicine
National Medical Enterprises
$2,500,000

New York University
Starr Foundation
$2,500,000

Samford University
Estates of Orlean Bullard Beeson
$2,400,000

Albert Einstein College of Medicine of Yeshiva University
Lucille P. Markey Charitable Trust
$2,310,000

Yeshiva University
Lucille P. Markey Charitable Trust
$2,300,000

San Diego School System
Muriel Block
$2,250,000

Harvard University
Pew Memorial Trust
$2,233,000

Brandeis University
Lucille P. Markey Charitable Trust
$2,200,000

Hispanic Association of Colleges and Universities-Texas
Pew Charitable Trust
$2,100,000

California State University-Los Angeles
Mr. and Mrs. Charles Luckman
$2,100,000

Northwestern University
Estate of Leigh B. Block
$2,037,000

Northwestern University
M.L. Annenberg Foundation
$2,032,900

New York University
Drs. William F. and Virginia C. Mitty
$2,004,000

Bowdoin College
Cobble Pond Foundation/Margaret Milliken Hatch Charitable Trust
$2,000,000

University of Oklahoma
Samuel Roberts Noble Foundation
$2,000,000

University of Southern Carolina
Descendants of Ambrose N.G. and William E. Gonzales
$2,000,000

University of Pennsylvania
Jack L. Wolgin
$2,000,000

Hebrew Union College Jewish Institute of Religion
Skirball Foundation
$2,000,000

Mills College
Harry and Grace Steele Foundation
$2,000,000

Indiana State University
Hulman and George Families
$2,000,000

Howard University
Walter H. Annenberg
$2,000,000

New York University
Mr. and Mrs. Thomas S. Murphy
$2,000,000

College of William and Mary
CSX Corporation
$2,000,000

University of Hartford
Harry J. and Helen Buckley Gray
$2,000,000

University of Southern California
James Irvine Foundation
$2,000,000

Mankato State University
Unisys Corporation
$2,000,000
Equipment

University of Miami
Attorney Reba Engler Daner
$2,000,000

University of Alabama
Hugh Culverhouse
$2,000,000

Duke University
Children of Russell N. Barringer Sr.
$2,000,000

University of Rochester
Lynde and Harry Bradley Foundation
$2,000,000

University of Wisconsin-College of Engineering
Grainger Foundation
$2,000,000

Greenville Technical College
T. Walter Brashier
$2,000,000

Colorado School of Mines
Mrs. Janet Coors
$2,000,000

University of Miami School of Medicine
Stanley and Kathleen Glaser
$2,000,000

Indiana University - Purdue University
Ruth Lilly
$2,000,000

Lawrence Institute of Technology
Estate of Wayne H. Buell and Vita S. Buell-Craig
$2,000,000

Western Michigan University
Gilmore Foundation
$2,000,000

University of Virginia
Tonya Memorial Foundation
$2,000,000

Pennsylvania State University
J. Lloyd and Dorothy Huck
$2,000,000

Wayne State University
K-Mart Corporation
$2,000,000

New York University
Yamaichi Securities Company
$2,000,000

Northwestern University
Anonymous
$2,000,000

Northwestern University
Knight Foundation
$2,000,000

Western Michigan University
Upjohn Company
$2,000,000

Duke University
Duke Endowment
$1,900,000

Haverford College
Pew Memorial Trust
$1,822,950

City College of the City University of New York
Aaron Diamond Foundation
$1,800,000

Xavier University
Howard Hughes Medical Institute
$1,800,000

Duke University
Alfred P. Sloan Foundation
$1,780,000

Guilford College
H. Curt Hege, Sr. and Patricia Shields Hege
$1,750,000

Guilford College
Edward J. and Vivien Bauman
$1,750,000

Duke University Medical Center
Duke Endowment
$1,750,000

Ohio State University
Hewlett-Packard Co.
$1,720,000

Lafayette College
Estate of Helen L. Stewart Harstine
$1,700,000

Pennsylvania State University
IBM Corporation
$1,700,000
Computer Equipment

New York University
Mrs. Florence Alexander
$1,700,000

University of Texas-Austin
Anonymous
$1,650,000

University of California (Los Angeles)
Apollo Computer Inc.
$1,605,580
Computer Hardware & Software

Kalamazoo College
Anonymous
$1,600,000

University of Texas-El Paso
Estates of Lucille B. Pillow
$1,600,000

Northwestern University
Mr. and Mrs. Theodore R. Sills
$1,600,000

LeHigh University
Pew Charitable Trust
$1,580,000

Texas Lutheran College
Houston Endowment
$1,500,000

University of Southern California
Gary A. Rosenberg
$1,500,000

Minnesota Association of School Administration (St.Paul)
Bush Foundation
$1,500,000

St. Norbert College
Fort Howard Paper Foundation and David Cofrin
$1,500,000

Case Western Reserve University
Jane B. and Eric T. Nord
$1,500,000

Stanford University
Kresge Foundation
$1,500,000

Julliard School
Dorothy Richard Starling Foundation
$1,500,000

Madeira School-Virginia
Frank E. and Seba B. Payne Foundation
$1,500,000

Pacific University
Matsushita Electric Industrial Corporation
$1,500,000

New York University
Anonymous
$1,500,000

California Institute of Technology
Bren Foundation
$1,500,000

Ohio State University
Anonymous
$1,500,000

Presbyterian College
Clinton Mills
$1,500,000

University of Pittsburgh
Staunton Farm Foundation
$1,500,000

Massachusetts Institute of Technology
Fujitsu Limited
$1,500,000

Zimbabwe's National University
Ford Foundation
$1,500,000

Yale University School of Medicine
Paralyzed Veterans of Amer. & Eastern Paralyzed Veterans Assoc.
$1,500,000

University of Kansas
Dwight, Norma and Robert Q. Sutherland
$1,500,000

Massachusetts Institute of Technology
Mitsubishi Bank of Japan
$1,500,000

University of Arizona
Karl and Stevie Eller
$1,500,000

Cleveland's Initiative for Education
Gund Foundation
$1,500,000

Lawrence University
Lynde and Harry Bradley Foundation
$1,500,000

New York University
Mrs. Margaret S. Kramer
$1,500,000

University of Texas Southwestern Medical Center (Dallas)
Greer Garson Foundation
$1,500,000

University of Virginia
Mary L.F. Wiley
$1,500,000

Northwestern University
Mrs. Lawrence Hicks
$1,500,000

West Virginia University Health Science Center
W.K. Kellogg Foundation
$1,473,931

Presbyterian College
Anonymous
$1,451,455

University of Pittsburgh
Westinghouse Educational Foundation
$1,400,000

Auburn University
W.K. Kellogg Foundation
$1,376,623

Stanford University
Carnegie Corporation
$1,300,000

Augustana College
Dr. Helmer R. and the late M. Helen Myklebust
$1,300,000

University of Southern California Campaign for USC
Estate of Edith Haas Redmond
$1,300,000

University of Illinois (Chicago)
American Telephone and Telegraph Company
$1,300,000
Computer Equipment

Harvard University
Carnegie Corporation of New York
$1,290,000

Brown University
Wang Laboratories
$1,250,000

Millikin University
Franklin W. Shilling
$1,250,000

Dartmouth College Thayer School of Engineering
Mrs. John A. and Barry L. MacLean
$1,250,000

University of California (Davis)
Oak Tree Racing Association
$1,250,000

New York University
Michael Price
$1,250,000

Ohio State University
Wolfe Associates Inc.
$1,250,000

New York University
Mr. and Mrs. Bernard A. Marden
$1,250,000

Princeton University
Seyyad Ali Shamseddin Golestaneh
$1,250,000

Dartmouth College Thayer School of Engineering
Ford Motor Company
$1,250,000

Grand Valley State College
L. V. Eberhard
$1,250,000

Illinois College
Estate of Emert and Edna Witaschek
$1,250,000

Dartmouth College Thayer School of Engineering
Molex Inc./John H. Krehbeil Jr.
$1,250,000

University of Notre Dame
L.G. Balfour Foundation
$1,250,000

Randolph-Macon College
Estates of J. Rives Childs
$1,200,000

Educational Testing Service
Lilly Endowment
$1,200,000

University of Wisconsin-Madison
Anonymous
$1,200,000

Auburn University
West Point-Pepperell Foundation
$1,200,000

Ohio State Univ. Department of Athletics Scholarship Fund
Ohio State's 1968 National Championship Football Team
$1,200,000

St. Norbert College
Malcolm Schuldes
$1,200,000

Pennsylvania State University
IBM Corporation
$1,200,000

Fund For Theological Education Inc.
J. Howard Pew Freedom Trust (The)
$1,200,000

University of Texas-Austin
Anonymous
$1,200,000

Foundation Center
Ford Foundation
$1,200,000

New York University
Mr. and Mrs. Jerry Landsberg
$1,200,000

University of Akron
Prudential Insurance Company of America
$1,200,000
Former dept. store bldg. in Akron

Wesleyan University
Howard Hughes Medical Institute
$1,200,000

Haverford College
Howard Hughes Medical Institute
$1,200,000

University of San Diego
Mandell Weiss
$1,200,000

University of Massachusetts-Amherst
Akzo N.V.
$1,200,000

University of Illinois
Amoco Technology Company
$1,200,000

University of Georgia (Athens)
W.K. Kellogg Foundation
$1,178,000

California Institute of Technology
Herbert and Dorothy Towne
$1,161,637

Northwestern University
Pew Memorial Trust
$1,127,000

Northwestern University
Pew Charitable Trust
$1,127,000

Pomona College
Pew Memorial Trust
$1,125,000

Clemson University
W.K. Kellogg Foundation
$1,102,700

State University of New York (Buffalo)
Baird Foundation
$1,100,000

New York University
Dr.and Mrs. Ervin Gombos
$1,100,000

Alcorn State University
W.K. Kellogg Foundation
$1,100,000

Massachusetts Institute of Technology
Carnegie Corporation of New York
$1,100,000

Texas College of Osteopathic Medicine
W.K. Kellogg Foundation
$1,100,000

Duke University
Duke Endowment
$1,100,000

New Jersey Institute of Technology
Valid Logic Systems
$1,100,000
Computer Equipment

Cornell University
Pew Memorial Trust
$1,078,500

Stanford University School of Medicine
Charles A. Dana Foundation Incorporated
$1,066,000

French River Education Center
Digital Equipment Corporation
$1,065,747
Hardware and Software

Western Maryland College
Robert J. Gill
$1,050,000

University of Washington
Lucille P. Markey Charitable Trust
$1,045,000

School District of the City of Detroit
Skillman Foundation
$1,005,000

Northwestern University
Estate of Une G. MacMillan
$1,004,387

University of Dayton
Beerman Foundation
$1,000,000

University of Kansas
Stanley Learned
$1,000,000

Wichita State University
Walter Morris and Son Realty Company
$1,000,000

Iona College
Joseph M. Murphy
$1,000,000

College of St. Thomas
Northwestern Bell Company
$1,000,000

University of Rhode Island
Eleanor M. Carlson
$1,000,000

University of Utah
Anonymous
$1,000,000

Pennsylvania State University
A. Laura Mateer
$1,000,000

University of California-Irvine
Nora and Charles Hester
$1,000,000

Northwestern University
Avon Corporation
$1,000,000

Boise State University
R.J. and Oressa McCaslin
$1,000,000
Cash, Stocks and Real Estate

New York Public Library
Miriam and Harold Steinberg Foundation (The)
$1,000,000

Beckman Laser Inst. and Medical Clinic-Univ.of California
Hester Foundation
$1,000,000

Abilene Christian University
Anonymous
$1,000,000

University of Chicago
E.I. DuPont de Nemours & Company
$1,000,000

Ohio State University
Robert L. and Ruth Gooding Wigor
$1,000,000

Carnegie Mellon University
Pohang Iron and Steel Company of South Korea
$1,000,000

University of Pittsburgh
George J. and Yolanda G. Barco
$1,000,000

Cornell University
Leo V. Berger
$1,000,000

Marshall University
Huntington Foundation
$1,000,000

Arkansas College
J.E. and L.E. Mabee Foundation
$1,000,000

Pennsylvania State University
Hanover Brands Inc.
$1,000,000

Hamline University
Eliza A. Drew Memorial Fund
$1,000,000

Washington College-Maryland
Alonzo G. Decker, Jr.
$1,000,000

Carnegie Mellon University
Vera I. Heinz Endowment
$1,000,000

Columbia University
Pew Memorial Trust
$1,000,000

Clemson University
A. Morris and Ruth Williams
$1,000,000

Emory University
John T. Lupton
$1,000,000

Johns Hopkins University
Baxter Foundation
$1,000,000

University of Denver
Leo Block
$1,000,000

State University of New York (Buffalo)
Delaware North Companies
$1,000,000

Pennsylvania State University
Estates of Stanley and Flora Kappe
$1,000,000

Brandeis University
Saul and Seymour Ruck
$1,000,000

Babson College
Pepsico Foundation
$1,000,000

Washington University
Family of Hubert C. Moog
$1,000,000

Catawba College
Delhaize Company
$1,000,000

University of Texas-Austin
Estate of Henry M. Rockwell
$1,000,000

Ohio State University
Lewis Zirkle
$1,000,000

University of Evansville
Milton Z. Thorson
$1,000,000

University of Minnesota
Deluxe Check Printers
$1,000,000

Wichita State University
Anonymous
$1,000,000

Wichita State University
John and Kay Morese
$1,000,000

Lycoming College
Anonymous
$1,000,000

State University of New York-Buffalo
Anonymous
$1,000,000

University of Alabama
James Graham Brown Foundation
$1,000,000

University of California-Los Angeles
Audrienne H. Moseley
$1,000,000

Arkansas College
Anonymous
$1,000,000

Duke University
A. Morris and Ruth Williams
$1,000,000

University of the South
Ogden D. Carlton II
$1,000,000

Benjamin N. Duke Leadership Fund
Duke Endowment
$1,000,000

Stamford University
Pew Charitable Trust
$1,000,000

Presbyterian College
John I. Smith Charitable Inc.
$1,000,000

Yale University
Joel E. Smilow
$1,000,000

University of Texas Health Science Center
Lucille P. Markey Charitable Trust
$1,000,000

St. Ambrose University
Estates of John A. Schneider
$1,000,000

State University of New York at Binghamton
Ford Foundation
$1,000,000

St. Louis University
Estate of Clara A. Drefs
$1,000,000

Nova University
Friedt Family
$1,000,000

Catawba College
Elizabeth Stanback
$1,000,000

Centre College
Mary and Barry Bingham Sr.
$1,000,000

Southern Illinois University
Ellen and Walt Cunnington
$1,000,000

Pacific University
Thomas J. Holce
$1,000,000

Center For Civic Education-California
J. Howard Pew Freedom Trust (The)
$1,000,000

New York University
Mr. and Mrs. Bernard Schwartz
$1,000,000

Purdue University
Chrysler Corporation Fund
$1,000,000

George Mason University
William A. Hazel
$1,000,000

University of Kansas
Ken and Barbara Wagnon
$1,000,000

Culver Military Academy and Culver Girls Academy
Anonymous
$1,000,000

Catholic University of America
Dean W. Roach
$1,000,000

University of Miami
Anonymous
$1,000,000

University of Virginia
Family of John Stewart Bryan
$1,000,000

New York University
Mr. and Mrs E. John Rosenwald, Jr.
$1,000,000

St. Mary's Seminary and University
Robert G. and Anne M. Merrick Fdtn./
Jacob and Annita France Fdtn.
$1,000,000

University of Notre Dame
Fort Howard Corporation
$1,000,000

University of Southern Carolina
IBM Corporation
$1,000,000
Computer equipment

New York University
Mr. and Mrs. Stanley A. Kaplan
$1,000,000

College of Wooster
Howard Hughes Medical Institute
$1,000,000

Cornell University
George D. and Harriet W. Cornell
$1,000,000

Art Center College of Design
Ford Motor Company
$1,000,000

Duke University
International Telephone and Telegraph Corporation
$1,000,000

Wayne State University
Katherine Tuck Foundation
$1,000,000

Pennsylvania State University
Westinghouse Educational Foundation and Mr. Roger E. Kirby
$1,000,000

The University of Arizona Foundation
Del E. Webb Foundation (The)
$1,000,000

George Washington University
Jacob Burns
$1,000,000

University of Arizona
Donald and Joan Diamond
$1,000,000

University of Iowa
Ralph E. Wareham
$1,000,000

University of Florida
Estate of Alan Squitieri
$1,000,000

University of Texas M.D. Anderson Hospital and Tumor Inst.
W.A., Jr. and Deborah Moncrief
$1,000,000

Marshall University
Sarah and Pauline Maier Foundation
$1,000,000

Xavier University
Charles Stewart Mott Foundation
$1,000,000

New York University
William R. Kenan Charitable Trust
$1,000,000

University of California-Irvine
Reed and Rita Sprinkel
$1,000,000

Johnson C. Smith University
Charles Stewart Mott Foundation
$1,000,000

Morehouse College
Charles Stewart Mott Foundation
$1,000,000

Tuskegee University
Charles Stewart Mott Foundation
$1,000,000

Harvard University
Baxter Foundation
$1,000,000

Challenger Center for Space Science Foundation
Gannett Foundation
$1,000,000

DePaul University
Coleman/Fannie May Candies Foundation Inc.
$1,000,000

Southern Illinois University
Kenneth N. Pontikes
$1,000,000

Northwestern University
Baxter Foundation
$1,000,000

Washington College-Maryland
Bingham Foundation
$1,000,000

New Jersey Institute of Technology
Versacad Corporation
$1,000,000
Software

University of Illinois (Urbana Champaign)
Evans and Sutherland Company
$1,000,000
Computer Visual System

John Carroll University
Estates of Eva L. and Joseph M. Bruening
$1,000,000

Northwestern University
Estate of Irwin E. and Fredrick E. Nemmers
$1,000,000

Bethany College
Estate of Lawrence R. Hummel
$1,000,000

University of Wisconsin-Madison
Elmer Kaiser and Janet Ambach Kaiser
$1,000,000

University of Arizona
Kathleen Flynn Farness
$1,000,000

American University of Beirut
King Fahd of Saudi Arabia
$1,000,000

Atlantic Christian College
Roger Pace
$1,000,000

University of Wisconsin (Madison)
Paul A. Elfers
$1,000,000

State University of New York (Buffalo)
Seymour H. Knox Foundation
$1,000,000

University of North Carolina (Greensboro)
Friends of Charles A. Hayes
$1,000,000

Southern Methodist University
Roy M. and Phyllis Gough Huffington
$1,000,000

Wake Forest University-North Carolina
Kresge Foundation
$1,000,000

Georgia Institute of Technology
Motorola Corporation
$1,000,000

Washington State University
William Emil Saupe
$1,000,000

University of Oklahoma
Kerr-McGee Corporation
$1,000,000

California Institute of Technology
Minnesota Mining and Manufacturing Company
$1,000,000

Pepperdine University
George C. Page
$1,000,000

Bethany College
Estate of Zona Richardson
$1,000,000

Arizona State University
Pepsico Foundation
$1,000,000

California Institute of Technology
E. I. Dupont de Nemours & Company, Inc.
$1,000,000

Northwestern University
Partners of Peterson & Co.
$1,000,000

Harvard University
Estate of Caroline Zelaznik Gross
$1,000,000

Lamar University
Mr. and Mrs. C. W. Conn
$1,000,000

Pennsylvania State University
Robert E. Kirby
$1,000,000

California Institute of Technology
Shell Oil Company Foundation
$1,000,000

Emory University
Dr. Frederik Philips
$1,000,000

Washington University
May Department Stores Company
$1,000,000

University of Maryland-College Park
A.V. Williams
$1,000,000

Northwestern University
Walter Glass
$1,000,000

Northwestern University
Morris & Alice Kaplan
$1,000,000

Medical College of Virginia Of Virginia Commonwealth University
Theresa A. Thomas Memorial Foundation
$1,000,000

Northwestern University
Anonymous
$1,000,000

Wichita State University
Tom and Myra Devlin
$1,000,000

Northwestern University
Amelia Peabody Charitable Fund
$1,000,000

University of California (Berkeley)
Arthur Andersen and Company
$1,000,000

Pennsylvania State University
William E. Leonhard
$1,000,000

University of Kansas
Charles E. and Mary J. Bruckmiller Spahr
$1,000,000

University of Wisconsin
John D. and Catherine T. MacArthur Foundation
$1,000,000

Northwestern University
S.C. Johnson & Son Inc.
$1,000,000

Ohio State University
Alex and Betty Schoenbaum
$1,000,000

Northwestern University
Sherman Fairchild Foundation
$1,000,000

Northwestern University
Raytheon Company
$1,000,000

Northwestern University
L.G. Balfour Foundation
$1,000,000

New York University
Sidney J. Brown, Esquire
$1,000,000

Notes for Giving to Education

1/ Lee A. Daniels, "$45 Million Contributed to Negro College Fund," *New York Times*, December 28, 1988. Page B9.

2/ *The Charles A. Dana Foundation Report*, Fall 1988. Page 2.

3/ "Study Cites Growing Shortage of Minority Teachers," *Higher Education & National Affairs* (hereafter HENA), October 31, 1988. Page 3.

4/ *One Third of A Nation*, 1988, American Council on Education, Washington, D.C. For summary, see: "Panel Calls for Renewed Commitment to Minorities," HENA, 23, 1988. Page 1.

5/ "Study Highlights Hispanic College Students," HENA, May 23, 1988. Page 1.

6/ Lee A. Daniels, "College Aid Group Reports Success," *New York Times*, December 15, 1988.

7/ "Minority Medical Education Grants Awarded," HENA, October 3, 1988. Page 5; "Disadvantaged Students Guaranteed College Admission," HENA, April 25, 1988. Page 4.

8/ "Ford Foundation Plans Big Increase in Grants to Higher Education," *Chronicle of Higher Education*, May 4, 1988. Page 1.

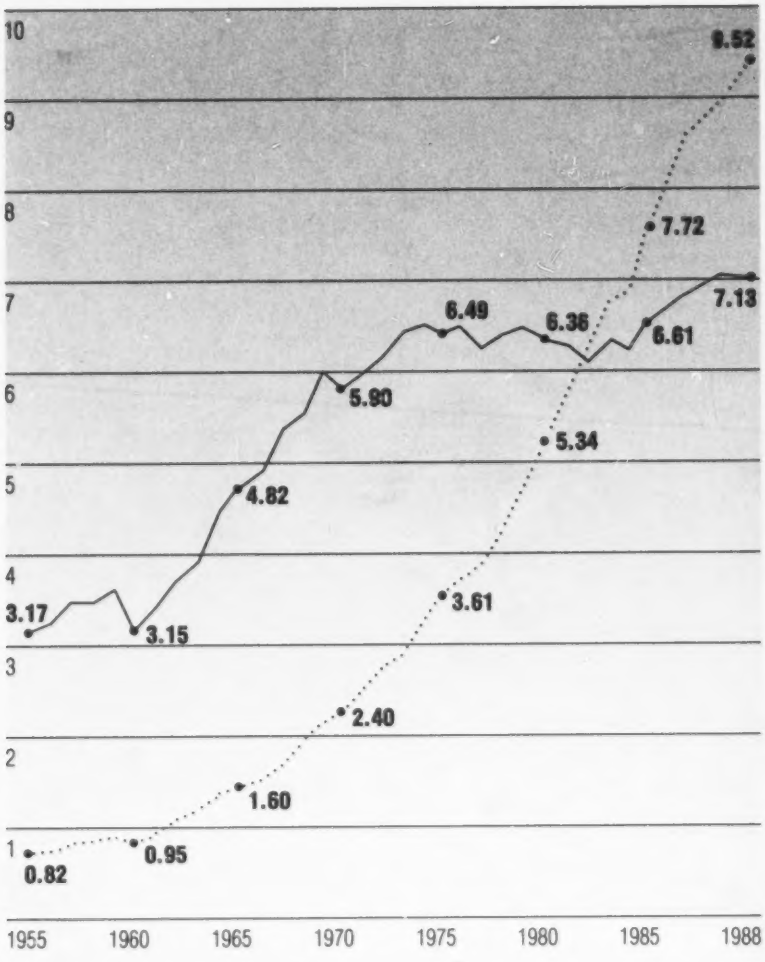
9/ Nancy J. Perry, Alan Farnham, Susan E. Kuhn, "Saving the Schools: How Business Can Help," *Fortune*, November 7, 1988. Pages 42-56.

10/ *American Potential: The Human Dimension*, 1988, Business Higher Education Forum; *Corporate-University Relations Programs*, Perspectives #14, 1988, The Conference Board.

11/ "Boston University Forms Fund-Raising Foundation," *Chronicle of Higher Education*, November 23, 1988.

Giving to Health 1955–1988
(Current $ vs. Inflation-Adjusted $)

($ in Billions)



Current $

Constant $

(1982 = 100)

Table 26: Gifts to Health ($ in Billions)

	Amount		Amount
1970	$2.40	**1980**	5.34
1971	2.61	**1981**	5.79
1972	2.80	**1982**	6.15
1973	3.10	**1983**	6.68
1974	3.37	**1984**	6.84
1975	3.61	**1985**	7.72
1976	3.92	**1986**	8.44
1977	4.09	**1987**	9.22
1978	4.52	**1988**	9.52
1979	4.94		

Source: Data through 1972: The Commission on Private Philanthropy and Public Needs, 1977, U.S. Treasury Department.

Giving to the nation's nonprofit health associations and hospitals in 1988 amounted to an estimated $9.52 billion, up 3.25 percent from the revised estimate of $9.22 billion the year before.

When adjusted for inflation, the $9.52 billion represented a drop of 1.46 percent from 1987.

Donations to health comprised 9.13 percent of total giving in 1988.

The estimate of giving to health is based on a survey of more than 140 leading health organizations conducted by the AAFRC Trust for Philanthropy, and a survey of 330 voluntary nonprofit hospitals conducted by the National Association of Hospital Development (NAHD).

Gifts to Health Associations

Contributions to 145 of the nation's major health associations in 1988 topped $1.295 billion, an increase of less than one percent over the amount raised by the same groups the year before. In inflation-adjusted dollars, giving to the associations dropped 3.93 percent.

The largest amounts were received by the American Cancer Society and the American Heart Association: $257.6 million and $163.3 million, respectively. However, these sums represented a decline from the previous year's contributions to both organizations — a drop of 2.7 percent for American Cancer and a decline of 13 percent for American Heart. The March of Dimes Birth Defects Foundation raised the third greatest amount: $110.5 million, up 1.8 percent from 1987. (See Table 27.)

Continuing a well-established trend, individuals provided the bulk of the contributions to the health groups in 1988 — 69.5 percent of the $1,247 million. Bequests accounted for 16 percent, the next highest amount. Corporations gave 4 percent, foundations just under 3 percent, and other sources donated the remaining 7.6 percent.

Gifts to Hospitals

While hospitals received lower average donations than health associations (gifts per hospital averaged $5.8 million, compared to $8.7 million per association), hospitals did better in terms of the rate of increase.

Gifts to the 330 voluntary nonprofit hospitals surveyed by NAHD in fiscal 1987-88 totaled $1.90 billion, up more than 10 percent from the $1.72 billion the hospitals received in the previous fiscal year. The inflation-adjusted figures amounted to an increase of about 5.8 percent (using fiscal-year inflation estimates).

Thus, both before and after adjusting for inflation, hospitals fared better than health associations in terms of the rate of growth in gifts received. Although it can be argued that the data are not strictly comparable — hospital donations were tabulated for fiscal years, while health association

gifts primarily reflect calendar years — some comparison is valid. As a fiscal year is at least one half of a calendar year, the considerably stronger showing by hospitals over health associations is significant.

One explanation for the comparatively better hospital showing may be the special fund-raising campaign begun by NAHD in 1988. The campaign, "Give to Life," was launched with the intention of doubling contributions to United States and Canadian hospitals by 1992.

Hospital Financial Woes

The 10 percent increase in charitable contributions was welcome news to nonprofit hospital administrators, who otherwise faced bleak economic circumstances during the year. A federal Medicare oversight panel — the Prospective Payment Assessment Commission — reported that half the nation's hospitals did not take in enough revenue to meet operating costs.[1] And the American Hospital Association (AHA) announced that "reports issued in 1988 gave a picture of an industry that continued to deteriorate financially."[2]

The AHA said that hospitals' ongoing loss of money on patient care resulted from escalating expenditures that are uncompensated by either public or private insurance, inadequate increases in Medicare reimbursement, and intense competition. Return on equity had dropped to its lowest point since 1979, and net patient margins (the difference between expense and income per patient) dropped to 0 percent. In 1987 it was 0.1 percent.

Although total hospital income from all sources rose in 1988, the AHA implied that the situation remained bleak. Citing a February, 1988 report by the National Committee for Quality Health Care — a panel of top ranking health industry executives — it noted that current trends are so jeopardizing the health care system that at least 40 percent of the nation's hospitals face closure by the year 2000. In 1987 alone, the AHA said, 79 community hospitals and 17 specialty hospitals closed their doors.

While hospital spokespeople argued that Medicare reimbursements were inadequate, federal investigators charged hospitals with overcharging Medicare by about $2 billion annually. A study released by the Department of Health and Human Services alleged that 10.5 percent of Medicare patients are needlessly admitted to hospitals.[3]

Promoting Charitable Services

In an effort to garner increased public support, and to counter congressional and state efforts to tighten tax easements on income generated through commercial sales of various items (Unrelated Business Income), some nonprofit hospitals began to advertise the extent to which they offer charitable services. A study commissioned by the Volunteer Trustees of Not-for-

Profit Hospitals, a trade association, maintained that in at least five states, nonprofit hospitals provided more free medical care than hospitals operated on a proprietary or for-profit basis. In three of the states — Florida, Virginia, and North Carolina — the nonprofits had "uncompensated care burdens" amounting to 50 to 90 percent higher than the free services offered by investor-owned hospitals.

A spokesperson for for-profit hospitals disparaged the study because it allegedly did not consider the size or location of the hospitals in question.[4]

Action on AIDS

The AIDS epidemic (or pandemic, as the disease is now global) took center stage among donors and nonprofit organizations concerned with health. The increased philanthropic activity undoubtedly reflected a burgeoning awareness among the general population about the seriousness of the disease. One study of some 5,000 American households in 1988 found that AIDS was considered the nation's most serious problem by almost two-thirds of the population. A year and a half earlier, Americans had ranked AIDS number nine in importance (out of 18 issues).[5]

Key developments in the philanthropic response to AIDS during 1988 included:

- An increase of 84 percent in foundation grants to fight the disease over the previous year, but a decline in the number of foundations offering the gifts. By August, 1988, 122 foundations dispensed grants worth almost $22.7 million. This compares to the $12.3 million provided by 224 foundations in 1987.[6]
- Volunteer promotional services for a live, three-hour closed circuit video teleconference for corporate executives on dealing with AIDS in the workplace. It was presented by the Public Broadcasting Service at more than 75 public television stations, hospitals, medical centers and corporations across the country. The volunteer promotion was provided by Allstate Insurance Company, Public Relations Society of America, United Way of America, American Red Cross, American Medical Association, and the Centers for Disease Control.
- Establishment of a $4.5 million three-pronged AIDS program by the Ford Foundation. The first component — in conjunction with the Henry J. Kaiser Family Foundation, Xerox Foundation, Aetna Life & Casualty Foundation, Rockefeller Foundation, Gannett Foundation, and Allstate Foundation — consists of a Fund for Care and Preventive Education to provide matching grants for local initiatives. The Fund will be administered by the 50-member National AIDS Network, a Washington, D.C.-based group. Ford's second component is

establishment of a coalition of public-sector organizations to examine policy options. The third aspect of the program is an education effort geared to third world countries.[7]

- Funding by the Pacific Telesis Foundation of "Risky Business," a comic book on the danger of AIDS addressed to teenagers. Published by the San Fransisco AIDS Foundation, the comic book was distributed through human service and health organizations including Big Brothers/Big Sisters, Planned Parenthood, YMCAs, and American Friends Service Committee, among others. In a related development, Pacific Telesis and the Pacific Bell Telephone Company received a Presidential citation for establishing a Spanish-language AIDS hotline, a multi-media education project, and a special AIDS video addressed to Hispanic communities. According to a Pacific Telesis announcement, one in five children with AIDS, and one in four women afflicted, are Hispanic.

- Release by the Council on Foundations of "Bill: A Special Story," an 18-minute video about the daily work experiences of a Council employee who fell prey to the disease. The employee died in April, 1988, after a two-year battle. Production was funded by the W.K. Kellogg Foundation, the Maurice Falk Medical Fund, and the Sierra Foundation.

Health Highlights

Additional highlights marking philanthropic concerns and activities in the health field during 1988 included:

- Attention to the interrelationship of infant mortality, prenatal care, and adolescent problems at the national conference of Grantmakers in Health, held in December in Philadelphia. "The problems of infants, children and adolescents are sufficiently unique that separate attention must be paid to each group and then focus must be made on their interrelatedness," a conference announcement maintained. "The emotionally deprived infant becomes the troubled child who becomes the adolescent failure who may produce another child facing the same bleak cycle."

- Redirection of policy at the Robert Wood Johnson Foundation, the nation's major independent provider of health-related grants. The foundation announced that its traditional emphasis on supporting access to primary health care for the general population will diminish. Instead, more funds will be available for projects in three specific areas: (1) helping populations most vulnerable to illness — specifically infants, children and the elderly; (2) attacking specific diseases of regional or national concern such as AIDS, substance abuse and mental illness; and (3) promoting "broad national health issues of equity, quality of

care, financing of care, organization of care, and ethics" — for example, methods to assure "delivery of quality [care] in a changing health care system." The foundation also announced that it would seek fundable projects from a far broader base of medical, academic and community sources.[8]

- Growing attention to the issue of prenatal care, especially for poor mothers, by nonprofit, government and philanthropic organizations. Reports by the National Commission to Prevent Infant Mortality and the National Academy of Science's Institute of Medicine concluded that 40,000 infants in low-income areas would be born dead in 1988, largely a result of insufficient or nonexistent prenatal care. The groups urged free services to all pregnant women, following Western European practice. But a study on government health policy funded by the Ford Foundation concluded that national health care based on the European model was unlikely to take hold in the United States. Rather, according to the study's author — who heads the Division of Health Administration at Columbia University's School of Public Health — the government should avoid "ideology" and explore ways to balance "equity and efficiency," i.e., greater access to care for those presently underserved, and less costly means of providing the care.[9]

Table 27: Gifts to Surveyed Health Agencies

	Bequests in 1987	Other Contributions in 1987	Total in 1987	Bequests in 1988	Other Contributions in 1988	Total in 1988
Academy of Psychosomatic Medicine	$ 0	$ 6,500	$ 6,500	$ 0	$ 6,500	$ 6,500
Acoustic Neuroma Association	0	39,785	39,785	0	45,000	45,000
Action on Smoking Health	10,829	560,802	571,631	1,383,139	493,686	1,876,825
Aerobics & Fitness Foundation of America	0	55,000	55,000	0	10,000	10,000
Aerospace Medical Association	0	7,000	7,000	0	10,000	10,000
African Medical & Research Association	0	445,550	445,550	0	736,616	736,616
AHMA	1,000	20,500	21,500	0	6,500	6,500
AirLifeLine, Inc.	0	107,253	107,253	0	73,120	73,120

(Continued)

Table 27: Gifts to Surveyed Health Agencies *(Continued)*

	Bequests in 1987	Other Contributions in 1987	Total in 1987	Bequests in 1988	Other Contributions in 1988	Total in 1988
Alexander Graham Bell Foundation for the Deaf	$ 21,900	$ 640,662	$ 662,562	$ 10,000	$ 554,603	$ 564,603
ALS Research Foundation	0	431,000	431,000	0	442,000	442,000
American Academy of Child & Adolescent Psychiatry	0	114,550	114,550	0	97,430	97,430
American Academy of Pediatrics	0	1,533,302	1,533,302	0	1,710,714	1,710,714
American Association of Blood Banks Foundation	0	107,356	107,356	0	364,120	364,120
American Association of Colleges of Osteopathic Medicine	0	126,123	126,123	0	133,116	133,116
American Association of Colleges of Pharmacy	0	645,614	645,614	0	660,250	660,250
American Association of Testifying Physicians	0	1,616,500	1,616,500	0	2,798,000	2,798,000
American Cancer Society	92,717,064	172,077,369	264,794,433	77,796,711	179,838,576	257,635,287
American College of Foot Surgeons Research Foundation	0	400	400	0	50,200	50,200
American College of Obtetricians & Gynecologists	150,000	2,850,000	3,000,000	150,000	1,225,000	1,375,000
American Dermatologic Association Research & Education Fund	0	4,720	4,720	5,000	5,616	10,616
American Diabetes Association	3,730,062	22,583,068	26,313,068	6,072,278	29,224,783	35,297,061
American Foundation for AIDS Research	0	5,938,318	5,938,318	741,341	8,852,973	9,594,314
American Foundation for Pharmaceutical Education	0	421,000	421,000	0	523,000	523,000
American Foundation for Surgery of the Hand	0	12,000	12,000	0	331,000	331,000
American Heart Association	56,200,000	131,600,000	187,800,000	42,000,000	121,300,000	163,300,000
American Indian Health Care Association	0	14,318	14,318	0	7,310	7,310

American Lebanese Syrian Associated Charities, Inc.	12,277,874	63,712,277	75,990,151	9,999,208	61,706,929	71,706,137
American Leprosy Mission	298,209	8,598,096	8,896,305	330,284	7,964,688	8,294,972
American Lung Association	5,236,181	72,833,429	78,069,610	5,390,002	74,418,960	79,808,962
American Motility Society	0	5,000	5,000	0	15,000	15,000
American Social Health Association	N/A	518,263	518,263	4,873	809,944	814,817
American Society for Parental and Enteral Nutrition	0	120,000	120,000	0	110,000	110,000
American Society of Internal Medicine/Socio-Economic Research & Education Foundation	0	42,856	42,856	0	59,609	59,609
American Tinnitus Foundation	0	172,485	172,485	0	240,491	240,491
Arthritis Foundation	14,831,809	27,900,005	42,731,814	15,686,432	30,024,631	45,711,063
Association for Education & Rehabilitation of the Blind & Visually Impaired	20,000	1,500	21,500	0	200	200
Cancer Care	1,455,015	3,256,736	4,711,751	3,316,307	3,377,688	6,693,995
Candlelighters Childhood Cancer Foundation (The)	0	175,895	175,895	0	186,569	186,569
Center for Research in Ambulatory Health Care Administration	0	555,726	555,726	0	345,918	345,918
Center for Medical Consumers	0	14,000	14,000	0	15,500	15,500
Cesarean Prevention Movement, Inc.	0	7,270	7,270	0	7,500	7,500
CFIDSS	0	48,004	48,004	0	55,132	55,132
Childrens' Hearing, Education & Research	5,000	21,154	26,154	20,000	18,056	38,056
City of Hope	10,590,000	27,101,000	37,691,000	10,316,000	25,507,000	35,823,000
Damon Runyon-Walter Winchel Cancer Research Fund	2,235,360	304,981	2,540,341	2,521,020	264,202	2,785,222
Deafness Research Foundation	230,887	954,666	1,185,553	487,366	1,151,757	1,639,123

(Continued)

Table 27: Gifts to Surveyed Health Agencies *(Continued)*

	Bequests in 1987	Other Contributions in 1987	Total in 1987	Bequests in 1988	Other Contributions in 1988	Total in 1988
DES Actions	$ 0	$ 67,458	$ 67,458	$ 0	$ 74,541	$ 74,541
Endometriosis Association	0	90,620	90,620	0	121,566	121,566
Epilepsy Foundation of America	511,023	7,176,361	7,687,384	788,969	7,039,081	7,828,050
Eye Bank for Sight Restoration (The)	214,963	313,709	528,672	71,827	326,416	398,243
FAGA	0	73,011	73,011	0	29,948	29,948
Family Health Foundation of America	0	1,139,702	1,139,702	0	1,625,019	1,625,019
Fight for Sight, Inc.	103,355	493,000	596,355	177,000	474,442	651,442
Foundation for Glaucoma Research (The)	228	275,410	275,638	89,531	245,316	334,847
Foundation of the American Academy of Ophthalmology	0	534,566	534,566	0	204,266	204,266
Health Sciences Communications Association	0	10,000	10,000	0	10,000	10,000
Healthy Mothers, Healthy Babies Coalition	0	23,125	23,125	0	10,100	10,100
Helen Keller International Inc.	389,159	1,022,993	1,412,152	398,878	2,443,364	2,842,242
HistiocyTosis Association of America	0	9,285	9,285	0	19,187	19,187
Institute for Research in Hypnosis & Psychotherapy	0	46,000	46,000	0	68,000	68,000
Institute for Transportation and Development Policy	0	27,313	27,313	0	88,374	88,374
Intern General Healthy Care System	35,000	1,186,607	1,221,607	60,000	1,217,260	1,277,260
International Guiding Eyes	51,674	1,339,747	1,391,421	19,697	1,149,780	1,169,477
International Transactional Analysis Association	0	14,062	14,062	0	11,316	11,316
Iron Overload Diseases Foundation Inc.	0	33,246	33,246	0	37,616	37,616

Jewish Guild for the Blind (The)	2,913,765	1,876,725	4,790,490	2,244,137	1,831,524	4,075,661
Juvenile Diabetes Foundation International	405,461	19,393,279	19,798,740	623,534	21,086,581	21,710,115
Loew's Syndrome Association Inc.	0	10,316	10,316	0	12,928	12,928
Lutheran Braille Workers Inc.	81,475	655,224	736,699	96,445	642,462	738,907
March of Dimes Birth Defects Foundation	3,330,000	105,275,000	108,605,000	2,500,000	108,022,000	110,522,000
Mental Research Institute	0	10,000	10,000	0	15,000	15,000
Muscular Dystrophy Association, Inc.	4,790,412	94,470,781	99,261,193	3,100,000	99,800,000	102,900,000
National Association for Visually Handicapped	12,125	230,340	242,465	21,383	276,503	297,886
National Association of the Deaf	80,162	56,349	136,511	11,250	27,641	38,891
National Association of People with AIDS	0	49,520	49,520	0	104,190	104,190
National Center for Clinical Infant Programs	0	289,342	289,342	0	492,201	492,201
National Easter Seal Society, Inc.	9,140,597	76,849,082	85,989,679	9,100,000	78,900,000	88,000,000
National Foundation for Cancer Research	478,177	11,094,729	11,572,906	1,023,442	6,420,599	7,444,041
National Foundation of Dentistry for the Handicapped	0	404,982	404,982	3,068	519,320	522,388
National Foundation for Ileitis & Colitis, Inc.	0	4,611,358	4,611,358	0	5,742,000	5,742,000
National Foundation for Infectious Diseases (The)	0	308,669	308,669	0	370,468	370,468
National Gaucher Foundation	0	225,000	225,000	0	420,000	420,000
National Hospice Organization	0	297,364	$297,364	0	164,845	164,845
National Jewish Center for Immunology and Respiratory Medicine	3,865,280	11,527,958	15,393,238	4,131,478	11,679,041	15,810,519
National Kidney Foundation, Inc. (The)	716,009	15,353,190	16,069,199	1,629,184	14,817,422	16,446,606
National Multiple Sclerosis Society	3,969,000	49,646,000	53,615,000	6,378,000	58,200,000	64,578,000
National Neurofibromatosis Foundation, Inc.	0	714,235	714,235	0	877,386	877,386
National Organization for Rare Disorders	0	227,442	227,442	0	370,427	370,427

(Continued)

Table 27: Gifts to Surveyed Health Agencies *(Continued)*

	Bequests in 1987	Other Contributions in 1987	Total in 1987	Bequests in 1988	Other Contributions in 1988	Total in 1988
National Osteoporosis Foundation	$ 0	$ 575,000	$ 575,000	$ 0	$ 800,000	$ 800,000
National Perinatal Association	0	2,200	2,200	0	56,000	56,000
National Psoriasis Foundation	2,536	409,303	411,839	156	463,981	464,137
National Stuttering Project	0	20,500	20,500	0	31,000	31,000
National Tuberous Sclerosis Association	0	190,744	190,744	0	92,808	92,808
Nurses' Educational Funds, Inc.	0	27,045	27,045	0	36,408	36,408
Nurses House Inc.	15,944	63,164	79,108	7,500	55,202	62,702
Oncology Nursing Foundation	0	93,436	93,436	0	90,692	90,692
Osteogenesis Imperfecta Foundation	0	34,818	34,818	0	76,423	76,423
Parkinson's Disease Foundation, Inc.	458,073	747,441	1,205,514	959,339	758,058	1,717,397
Planned Parenthood Federation of America, Inc.	2,089,160	42,617,196	44,706,356	2,700,000	45,316,000	48,016,000
Prader-Willi Syndrome Association	0	46,597	46,597	0	44,224	44,224
Recording for the Blind	1,034,000	3,485	1,037,485	1,912,000	3,589	1,915,589
RP Foundation Fighting Blindness	9,300	2,105,800	2,115,100	27,400	1,501,700	1,529,100
Self Help for Hard of Hearing People, Inc.	2,617	154,037	156,654	0	198,529	198,529
Society of Biological Psychiatry	0	28,250	28,250	0	21,885	21,885
Society of Vascular Technology	0	2,000	2,000	0	10,000	10,000
United Cerebral Palsy Association, Inc.	1,143,689	43,899,201	45,042,890	2,106,887	46,002,999	48,109,886
White Lung Association	0	30,829	30,829	0	12,811	12,811
Unknown	0	64,525	64,525	0	94,000	94,000

Note: Some figures are estimates. Table excludes organizations that requested anonymity, or that reported contributions too low to warrant publication.

Large Gifts to Health

New York Hospital-Cornell Medical Center
Anonymous
$50,000,000

New York Hospital-Cornell Medical Center
Mr. and Mrs. Harry B. Helmsley
$33,000,000

Presbyterian Hospital
Milstein Family Foundation
$25,000,000

Mount Sinai Medical Center
Henry R. Kravis
$10,000,000

New York Hospital-Cornell Medical Center
Peter S. Kalikow
$10,000,000

To several hospitals for their Strengthening Hospital Nursing Programs
Pew Charitable Trust
$8,600,000

New York Hospital-Cornell Medical Center
William S. and Mildred Lasdon
$8,500,000

New York Hospital-Cornell Medical Center
Mrs. Vincent Astor
$2,500,000

Children's Hospital (Medical Care)
Lucille P. Markey Charitable Trust
$2,475,000

National Institute of Health
Merck & Company
$2,300,000

Carnegie Institute-Washington
Lucille P. Markey Charitable Trust
$2,200,000

National-Community Aids Partnership
Ford Foundation
$2,000,000

Mount Sinai Hospital
Jack Martin Fund
$2,000,000

New York Hospital-Cornell Medical Center
Hays Clark
$2,000,000

New York Hospital-Cornell Medical Center
Estate of Nathan Cummings
$1,900,000

Brown University Center for Health Care Research
Robert Wood Johnson Foundation
$1,894,688

National Council of State Boards of Nursing
W.K. Kellogg Foundation
$1,800,000

Anson County Hospital-North Carolina
Duke Endowment
$1,750,000

Hospitals in North and South Carolina
Duke Endowment
$1,614,704

Public Health Trust of Dade County
Robert Wood Johnson Foundation
$1,506,250

New York Hospital-Cornell Medical Center
Iris and B. Gerald Cantor
$1,500,000

New York Hospital-Cornell Medical Center
Mr. and Mrs. Stephen H. Weiss
$1,500,000

Children's Hospital of Michigan
Kresge Foundation (The)
$1,500,000

New York Hospital-Cornell Medical Center
Michel David-Weill
$1,500,000

New York Hospital-Cornell Medical Center
Robert Wood Johnson Foundation
$1,500,000

New York Hospital-Cornell Medical Center
Gladys and E. Roland Harriman Foundation
$1,500,000

American Hospital Association
W.K. Kellogg Foundation
$1,400,000

New York Hospital-Cornell Medical Center
Warner Communication Foundation
$1,400,000

Eleanor Roosevelt Institute for Cancer Research
Lucille P. Markey Charitable Trust
$1,375,000

Pan American Health Organization
W.K. Kellogg Foundation
$1,339,800

New York Hospital-Cornell Medical Center
Dyson-Kissner-Moran Corporation
$1,300,000

New York Hospital-Cornell Medical Center
Mr. and Mrs. Jerome Fisher
$1,250,000

New York Hospital-Cornell Medical Center
Anonymous
$1,250,000

New York Hospital-Cornell Medical Center
Mrs. J. Roy Psaty
$1,250,000

New York Hospital-Cornell Medical Center
Mr. and Mrs. John L. Loeb
$1,250,000

New York Hospital-Cornell Medical Center
Bernard Chaus
$1,250,000

New York Hospital-Cornell Medical Center
Reliance Group Holdings
$1,250,000

Block Nurse Program-Minnesota
W.K. Kellogg Foundation
$1,100,000

National Black Women's Health Project Inc.
W.K. Kellogg Foundation
$1,032,250

Health Research Inc.-AIDS Delivery Service Consortium
Robert Wood Johnson Foundation
$1,027,725

New York Hospital-Cornell Medical Center
Mrs. Samuel A. Seaver
$1,000,000

New York Hospital-Cornell Medical Center
John L. Weinberg
$1,000,000

New York Hospital-Cornell Medical Center
Florence J. Gould Foundation
$1,000,000

Children's Memorial Medical Center (The)
Meryl Suzanne Weiss Fund (The)
$1,000,000

New Milford Hospital
Dominick Peburn
$1,000,000

Fox Chase Cancer Center
Anonymous
$1,000,000

Notes for Giving to Health

1/ "Half of Hospitals Lost Money in 1988," *HealthWeek*, January 9, 1989. Page 2.

2/ David Holthaus, "The Year in Review: 'May You Live in Interesting Times,'" *Hospitals*, December 20, 1988. Page 34, ff; "Hospitals Saw Patient Margin Vanish in 1988," *Hospitals*, May 5, 1989. Page 56.

3/ "Hospitals Found to Overbill Medicare by $2 Billion a Year," *New York Times*, April 18, 1988.

4/ "Study: Nonprofits Offer More Free Care," *HealthWeek*, May 9, 1968. Page 2.

5/ Press Release # 36512, August 23, 1988, The Conference Board.

6/ John Clinton (ed.), *AIDS Funding: A Guide to Giving by Foundations and Charitable Organizations*, 1988, The Foundation Center.

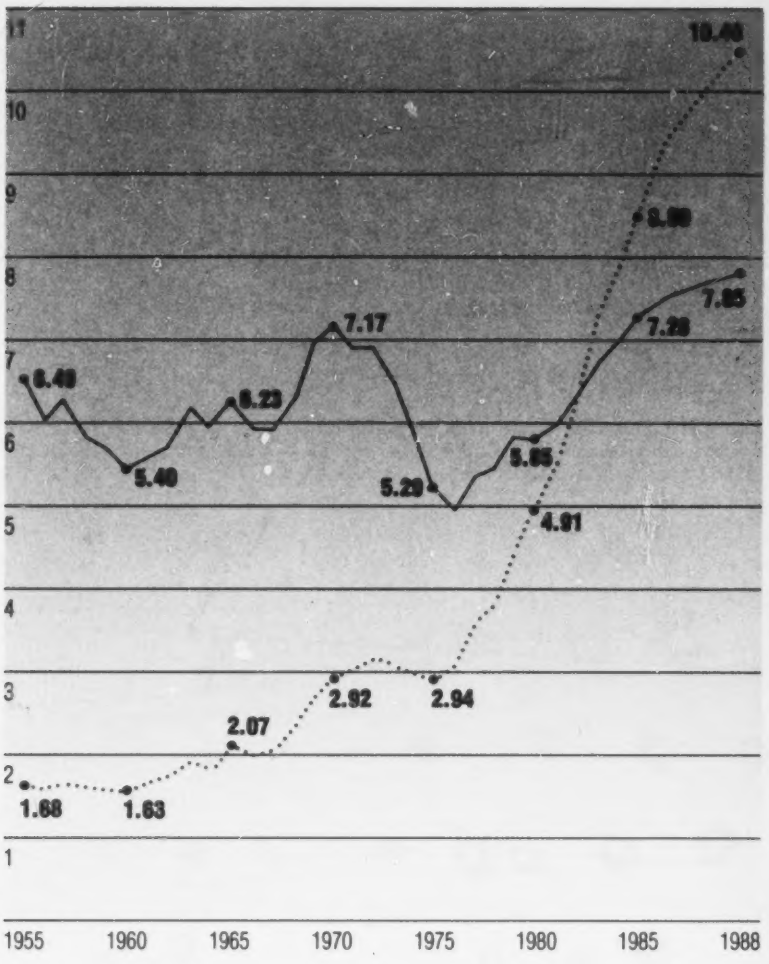
7/ *Grantscene*, Summer 1988. Page 3. (*Grantscene* is a newsletter of Grantmakers in Health, New York, N.Y.)

8/ Leighton E. Cluff, M.D., President, The Robert Wood Johnson Foundation, in a public letter to colleagues, April 28, 1988.

9/ Sonia L. Nazario, "Life and Death: High Infant Mortality Is a Persistent Blotch on Health Care in U.S.," *The Wall Street Journal*, October 19, 1988. Page 1; also: Lawrence D. Brown, *Health Policy in the United States: Issues and Options*, Occasional Paper # 4, September 1988, Ford Foundation Project on Social Welfare and the American Future.

Giving to Human Services 1955–1988
(Current $ vs. Inflation-Adjusted $)

($ in Billions)



..... **Current $**

_____ **Constant $**
(1982 = 100)

Table 28: Gifts to Human Services ($ in Billions)

	Amount		Amount
1970	$2.92	**1980**	4.91
1971	3.01	**1981**	5.62
1972	3.16	**1982**	6.33
1973	3.07	**1983**	7.16
1974	3.02	**1984**	7.88
1975	2.94	**1985**	8.50
1976	3.02	**1986**	9.13
1977	3.57	**1987**	9.84
1978	3.87	**1988**	10.49
1979	4.48		

Contributions to the nation's nonprofit providers of human services amounted to an estimated $10.49 billion in 1988, a 6.63 percent increase over the revised estimate of $9.84 billion given the year before.

When adjusted for inflation, the $10.49 billion represented an increase of 1.74 percent.

Contributions to human services accounted for 10.06 percent of total giving during the year.

The estimate of giving to human services is based on early reports from more than 100 leading social service agencies plus data provided by United Way.

Gift to Social Service Groups

A survey of 131 leading nonprofit social service organizations showed contributions totalled $255.4 million in 1988, up 3.51 percent from the $246.8 million the agencies received the year before.

Individuals, as expected, contributed the most — $110.5 million, or more than two out of every five dollars. Donations from individuals represented an increase of 7.45 percent from the year before.

Foundations gave $19.9 million, up 11.2 percent; business enterprises donated $17.4 million, down 14 percent; bequests provided $16.4 million, an increase of 17 percent; and unspecified donors (which likely include some of the above) gave $91.3 million, a decrease of just under 1 percent.

Contributions to the 2,300 United Way coalitions of human service providers across the country amounted to $2.78 billion in 1988, an increase of 6.92 percent over the $2.6 billion provided the year before. More information on United Way appears below.

Bridging Generations

Programs fostering connections between seniors and youths received high priority among human service advocates in the philanthropic community in 1988. According to Grantmakers in Aging, nine such projects were funded by 12 foundations, members of the National Public/Private Intergenerational Institute Program.

One successful program, now operating in 19 states, is "Grandma, Please!" It enables latchkey children — school-age youths who reach home several hours before their parents return from work (or whose homes are temporarily empty for other reasons) — to phone volunteer "grandmas" and "grandpas."

Children are encouraged through the public school system to call the seniors and talk "about anything." A report on the program in Chicago noted that one young girl simply wanted to sing a song she had learned, while another called to inform her volunteer grandma that "her mother was beating her with a belt buckle." Volunteers are instructed to refer child abuse and other serious calls to supervisors for investigation. The Chicago

program, which generates some 600 calls a month, is funded in part by the Charles Stewart Mott Foundation, the Durham Foundation, and Travelers Insurance Company.[1]

Clearinghouse on Services for Aged

A nationwide computerized database on services for the elderly was established in 1988 by The Brookdale Foundation in New York City. The "Age Base," designed as an "information and referral source" for nonprofits, foundations and others interested in service delivery to senior citizens, provides information on programs in education, employment, wellness, and mental health.[2]

In housing, one new effort to assist the aged in 1988 was made by the Robert Wood Johnson Foundation, which awarded grants to ten state housing agencies to devise methods of financing and delivering support "for frail older people living in federally subsidized private housing," according to a Foundation announcement. The goal of the three-year, $4 million project is to enable the elderly residents to remain independent.

Educating the Physically Challenged

Public schools have made significant strides in integrating physically challenged students into the mainstream pupil body, according to a report issued by the Robert Wood Johnson Foundation. After surveying teachers and parents of more than 2,000 disabled children in five large U.S. school districts, researchers concluded that, in general, the schools "are committed to the principle of serving disabled children in the least restrictive environment," and are "willing to serve as therrapeutic agents." The study also concluded that parents tend to be satisfied with the services their children receive.

The $1.4 million study, conducted by researchers at Boston's Children's Hospital Medical Center, was undertaken to explore the actual operation of local programs instituted by the schools in response to a 1975 federal law, the Education for All Handicapped Children Act.

Overall, according to the 19-page study, the mandated programs have been successfully implemented. Nevertheless, problems remain in providing services for children with "mild mental retardation" and other "grey areas" of disability; assisting emotionally disturbed children; securing involvement of health care professionals in planning and implementing services; and addressing related issues of family stress resulting from problems of "work, housing, vacation, and friendship."[3]

Funding for the study came from the Robert Wood Johnson Foundation and the Commonwealth Fund in New York City.

Strategies for 'Forgotten Youth'

Four national strategies to reach the estimated 20 million people between the ages of 16 and 24 who are not

college-bound and whose economic prospects are bleak were formulated by a special commission of the William T. Grant Foundation in 1988. The strategies, described in detail in a 100-page study published by the foundation, include: enhancing youth-adult relationships outside traditional family settings as well as within; expanding and strengthening community support functions; improving employment opportunities; and committing $50 billion during the next decade to bolster existing federal education and training programs.[5]

More Homes Away from Home

Eleven new Ronald McDonald houses, or homes away from home for families of children with severe illnesses, were opened in 1988, bringing the national total to 115. Initiated in 1974 in Philadelphia, the houses provide low cost accommodations for families who have to travel far for specialized medical care for their children. Fees range between $5 and $15 a day — or nothing, depending upon ability to pay. Each house, owned and operated by a local nonprofit organization, secures services of nearby medical advisors and community volunteers. The homes receive funding from local McDonalds eateries, and from Ronald McDonald Children's Charities, a foundation supporting health care, medical research, and cultural programs for children. The foundation was established to honor the memory of Ray A. Kroc, founder of the international fast-food chain.

Teen Mother Program Success

Low-income teenage mothers who received comprehensive employment, education and personal counseling services in a foundation- and government-funded project have raised their earnings, reduced their dependency on welfare, and watched their children improve vocabulary and behavioral skills, according to a 1988 study.

Operating in seven locations, the counseling project served low-income girls under the age of 18 who were pregnant or had children, and who did not complete high school. Five years after entering the program — Project Redirection, administered by the Manpower Demonstration Research Corporation — the participants compared favorably in several key areas to a control group of teenage girls who did not participate:

- 34 percent of participants were employed, versus 28 percent for non-participants;
- participants worked an average of 13 hours per week, versus 9 hours for non-participants;
- participants earned an average of $68 a week, versus $45 for non-participants;
- 49 percent of participants were receiving welfare (AFDC), versus 59 percent for non-participants.

Authors of the study said the results demonstrate that such programs "are especially effective with certain disadvantaged subgroups of the teen-parent population. In particular, the program had its biggest effects on those women who as teenagers were receiving AFDC benefits." The authors caution, however, that social intervention projects should not be viewed as panaceas, and that planners and operators of such projects should be "modest in their expectations."[4]

United Way

Contributions to the 2,300 local United Way coalitions of human service providers totalled $2.78 billion in 1988, an increase of 6.92 percent over the amount raised the year before. In inflation-adjusted dollars, the increase amounted to 3.4 percent. The coalitions encompass about 37,000 organizations and programs.

Welfare reform, literacy, and housing were the issues highlighted by United Way of America (UWA) in 1988, the second year of its "Second Century Initiative." The Initiative is an effort to double, by 1991, the amount of financial and volunteer contributions made in 1987.

- *Welfare reform*: Efforts to secure passage of the Family Support Act of 1988 proved fruitful on October 13, when the President signed the bill. The act extends Medicaid eligibility to ease the transition from welfare to work, mandates benefits to two-parent families in which the principal earner is unemployed, and requires community participation in designing and delivering job training programs. United Way spokespeople said the coalitions had identified these provisions "as key to successful [welfare] reform."
- *Literacy*: The National Committee on Education and Literacy was convened by UWA to develop strategies for the estimated 27 million Americans who are functionally illiterate. On the local level, coalitions sponsored literacy tutorial projects in Pittsburgh, Charlotte, Nashville, and Seattle.
- *Housing and homelessness*: Beyond administering the federally-funded Emergency Food and Shelter Program, United Ways provided professional assistance to community development corporations in managing low and moderate-income housing in 1988. The project received funding from the Ford Foundation. And in conjunction with the Washington, D.C.-based Community Information Exchange, UWA compiled examples of 26 strategies to develop and sustain affordable housing. The examples — including sweat equity, land trusts, receiverships, shared equity, and tax-exempt housing bonds — appear in *Raising the Roof*, available for $10 from United Way of America.[6]

Table 29: Gifts to Surveyed Human Service Organizations

	Bequests in 1987	Other Contributions in 1987	Total in 1987	Bequests in 1988	Other Contributions in 1988	Total in 1988
Alan Guttmacher Institute (The)	$ 0	$ 2,889,471	$ 2,889,471	$ 187,307	$ 3,081,385	$ 3,268,692
American Amputee Foundation	0	166,550	166,550	0	126,657	126,657
American Association for Protecting Children (The)	135,220	81,759	216,979	123,357	100,711	224,068
American Home Economic Association Foundation	7,000	161,453	168,453	84,722	170,696	255,418
American Mothers Inc.	0	12,020	12,020	0	12,593	12,593
American Values' Community Action Network	0	35,000	35,000	0	55,000	55,000
Amigos de las Americas	0	209,000	209,000	0	219,952	219,952
Association for Children and Adults with Learning Disabilities	5,000	25,000	30,000	5,000	45,000	50,000
Association for Retarded Children of the U.S.	187,000	1,081,000	1,268,000	53,000	1,634,000	1,687,000
Association for Voluntary Surgical Contraception	44,364	754,531	798,895	154,149	707,758	861,907
Association of Jewish Family & Children's Agencies	0	16,563	16,563	0	19,032	19,032
Better Boys Foundation	0	1,640,376	1,640,376	0	1,748,910	1,748,910
Boces Genesee Migrant Center	0	17,339	17,339	50,000	16,108	66,108
Box Project Inc. (The)	0	199,574	199,574	0	222,119	222,119
Boys Club of America	335,448	6,050,292	6,385,740	2,769,941	7,382,827	10,152,768
Boy Scouts of America	—	—	4,380,000	—	—	3,995,000
Braille Institute of American Inc.	8,979,014	10,952,336	19,931,350	8,439,734	8,827,249	17,266,983
Brothers to Brother International	0	177,600	177,600	0	209,535	209,535

(Continued)

Table 29: Gifts to Surveyed Human Service Organizations *(Continued)*

	Bequests in 1987	Other Contributions in 1987	Total in 1987	Bequests in 1988	Other Contributions in 1988	Total in 1988
Campus Outreach Opportunity League	$ 0	$ 113,450	$ 113,450	$ 0	$ 181,120	$ 181,120
Center for Social Gerontology Inc. (The)	0	8,700	8,700	0	4,575	4,575
Change for Good Inc.	0	8,600	8,600	0	31,500	31,500
Children's Aid International	0	2,358,764	2,358,764	5,000	2,672,841	2,677,841
Children's Defense Fund	0	3,973,268	3,973,268	0	4,453,482	4,453,482
Children's Foundation (The)	0	51,253	51,253	0	76,603	76,603
Children of Alcoholics Foundation Inc.	0	631,951	631,951	0	613,479	613,479
Children of the Night	0	604,704	604,704	0	787,467	787,467
Christian Children's Fund Inc.	1,860,394	77,751,200	79,611,594	1,681,197	83,002,552	84,683,749
Citizen Soldier	0	123,000	123,000	0	113,000	113,000
Citizens' Committee for Children of New York Inc.	0	702,438	702,438	0	603,826	603,826
Concern for Dying	26,589	658,968	685,557	26,870	533,327	560,197
Coordination in Development	0	1,169,314	1,169,314	0	898,546	898,546
Cottage Program International Inc. (The)	0	62,760	62,760	0	104,671	104,671
Council for Health and Human Service Ministries	0	14,417	14,417	0	5,580	5,580
Council on Compulsive Gambling of New Jersey Inc.	0	46,729	46,729	0	58,256	58,256
Couple to Couple League International	0	445,578	445,578	0	465,877	465,877
Dream Factory Inc. (The)	0	563,408	563,408	0	738,179	738,179
Emotions Anonymous International	0	35,632	35,632	0	27,038	27,038
Family Health International	0	38,800	38,800	0	422,200	422,200

Farm Sanctuary Inc.	0	33,558	33,558	0	88,967	88,967
First Nations Financial Project	0	796,165	796,165	0	934,643	934,643
Foster Parents Plan International	n/a	n/a	78,565,586	n/a	n/a	97,783,343
Futures for Children	6,775	384,856	391,631	20,200	528,318	548,518
Gifts in Kind Inc.	0	28,273,237	28,273,237	0	23,546,929	23,546,929
Girl Scouts of the USA	129,863	1,176,908	1,306,771	214,260	1,246,289	1,460,549
Give Kids the World Inc.	0	330,041	330,041	0	330,241	330,240
Habitat for Humanity Inter..ational Inc.	0	6,284,113	6,284,113	0	8,752,292	8,752,292
Help Hospitalized Veterans	0	5,926,444	5,926,444	0	6,559,761	6,559,761
Holt International Children's Services Inc.	3,000	1,482,029	1,485,029	0	1,548,602	1,548,602
House of Ruth	0	304,742	304,742	0	279,165	279,165
Housing Assistant Council	0	232,000	232,000	0	230,000	230,000
ICID	0	13,783	13,783	0	150,520	150,520
Institute for the Community as Extended Family	0	147,941	147,941	0	310,000	310,000
International Christian Youth Exchange	0	31,500	31,500	0	34,000	34,000
International Life Services	0	51,000	51,000	0	51,000	51,000
International Voluntary Services Inc.	0	102,365	102,365	0	82,568	82,568
Jewish Association for Services for the Aged	389,865	659,483	1,049,348	137,000	675,987	812,987
Kiwanis International Foundation	12,000	1,120,946	1,132,946	85,000	947,543	1,032,543
Learning How Inc.	0	136,015	136,015	0	89,484	89,484
Lutheran Immigration and Refugee Service	0	329,504	329,504	0	259,000	259,000
Lutheran Resources Commission	0	259,864	259,864	0	263,230	263,230
Mail for Tots	0	26,471	26,471	0	26,575	26,575
Make Today Count	14,000	325	14,325	4,000	3,700	7,700

(Continued)

Table 29: Gifts to Surveyed Human Service Organizations *(Continued)*

	Bequests in 1987	Other Contributions in 1987	Total in 1987	Bequests in 1988	Other Contributions in 1988	Total in 1988
Missing Children . . . Help Center	$ n/a	$ 187,851	$ 187,851	$ n/a	$ 213,251	$ 213,251
Morris Animal Foundation	0	2,627,399	2,627,399	0	2,670,931	2,670,931
Mothers at Home	0	12,580	12,580	0	5,496	5,496
National 4-H Council	0	5,821,731	5,821,731	0	4,226,710	4,226,710
National Adoption Center	0	297,454	297,454	0	276,000	276,000
National Association for Children of Alcoholics	0	247,536	247,536	0	256,897	256,897
National Association to Advance Fat Acceptance Inc.	0	8,000	8,000	0	30,000	30,000
National Black Child Development Institute	0	748,471	748,471	0	834,809	834,809
National Coalition Against Domestic Violence	0	541,746	541,746	0	656,690	656,690
National Committee for Adoption	0	224,000	224,000	0	120,000	120,000
National Committee for Prevention of Child Abuse	0	2,199,946	2,199,946	0	2,110,586	2,110,586
National Council on Crime and Delinquency	0	150,256	150,256	0	179,656	179,656
National Council On Independent Living	0	111,074	111,074	0	140,913	140,913
National Exchange Club Foundation for the Prevention of Child Abuse	0	69,857	69,857	0	56,392	56,392
National Federation Target Program	0	344,346	344,346	0	132,853	132,853
National Interfaith Coalition on Aging	0	15,350	15,350	0	21,098	21,098
National Organization of Circumcision Information	0	22,811	22,811	0	24,830	24,830
National Prison Project of the ACLU Foundation Inc.	0	742,500	742,500	0	736,900	736,900

National Student Campaign Against Hunger	0	73,000	73,000	0	59,500	59,500
National Youth Employment Coalition	0	40,000	40,000	0	35,000	35,000
Networking Project for Disabled Women and Girls-YWCA/NYC	0	25,500	25,500	0	100,000	100,000
New York Association for New Americans Inc.	0	3,365,874	3,365,874	10,000	7,580,000	7,590,000
North American Indian Association of Detroit Inc.	0	31,377	31,377	0	22,814	22,814
Operation California	0	8,692,144	8,692,144	0	3,004,448	3,004,448
Operation Push Inc.	6,000	433,425	439,425	6,000	268,270	274,270
Parent Care Inc.	0	18,200	18,200	300	41,000	41,300
Phoenix House	0	2,148,031	2,148,031	0	2,947,043	2,947,043
Pregnancy and Infant Loss Center	0	14,051	14,051	0	12,480	12,480
Puerto Rican Family Institute	0	102,023	102,023	0	171,723	171,723
Rural Advancement Fund	76,248	920,010	996,258	377,084	782,117	1,159,201
Raritan National Foundation Inc.	0	77,478	77,478	0	80,441	80,441
Save the Children Federation Inc.	460,000	30,947,521	31,407,521	573,000	34,073,784	34,646,784
Second Harvest	0	1,545,804	1,545,804	0	1,851,742	1,851,742
Self-Help Enterprises	0	28,239	28,239	0	37,022	37,022
Share	0	15,327	15,327	0	12,855	12,855
Share our Strength	0	86,678	86,678	0	398,972	398,972
Society for the Right to Die	0	918,025	918,025	0	994,906	994,906
Society for Young Victims Inc.	0	105,615	105,615	0	68,541	68,541
Southern Mutual Help Association Inc.	0	22,000	22,000	0	39,000	39,000
Special Recreation Inc.	0	15,500	15,500	0	15,500	15,500
Students Against Driving Drunk	0	670,082	670,082	0	501,816	501,816

(Continued)

Table 29: Gifts to Surveyed Human Services Organizations *(Continued)*

	Bequests in 1987	Other Contributions in 1987	Total in 1987	Bequests in 1988	Other Contributions in 1988	Total in 1988
The Other Side	$ 0	$ 140,000	$ 140,000	$ 0	$ 120,000	$ 120,000
The Samaritans	0	98,023	98,023	0	162,814	162,824
United Indian Development Association	10,000	55,000	65,000	0	75,000	75,000
United Jewish Appeal	0	382,861	382,861	0	360,914	360,914
United States Jaycees Foundation	0	695,259	695,259	0	893,846	893,846
Vacations and Senior Centers Association Inc.	222,517	127,221	349,738	56,500	134,821	191,321
Vanished Children's Alliance	0	40,134	40,134	0	27,923	27,923
Veterans Bedside Network	0	171,764	171,764	0	107,200	107,200
WAIF	26,070	138,505	164,575	0	163,711	163,711
Wisconsin Correctional Service	0	10,000	10,000	0	9,900	9,900
Women for Sobriety	0	50,044	50,044	0	53,391	53,391
Women's Prison Association	5,000	256,500	261,500	0	40,000	40,000
Youth Project	0	891,972	891,972	0	865,561	865,561
Unknown	0	140,000	140,000	25,000	235,000	260,000

Note: Some figures are estimates. Table excludes organizations that requested anonymity or that reported contributions too low to warrant publication.
*Gifts to National Office of Boy Scouts does not include gifts to the 407 local Boy Scouts Councils.

Large Gifts to Human Service

Greater Baltimore Committee for Project College Bound
Abell Foundation
$4,000,000

National Institute for Dispute Resolution
John D. and Catherine T. MacArthur Foundation
$3,300,000

National Center For Food and Agriculture Policy
W.K. Kellogg Foundation
$2,800,000

Institute for Civil Justice
John D. and Catherine T. MacArthur Foundation
$2,500,000

Conservation International
John D. and Catherine T. MacArthur Foundation (The)
$2,300,000

United Way of Central Indiana
Lilly Endowment
$1,800,000

Children's Defense Fund
Carnegie Corporation
$1,250,000

Child-Care Institutions in North and South Carolina
Duke Endowment
$1,106,000

Greater Baltimore Committee for Project College Bound
Baltimore Gas & Electric Company
$1,000,000

United Way of America
Lilly Endowment
$1,000,000

YWCA of Fort Wayne
Foellinger Foundation
$1,000,000

Notes for Giving to Human Services

1/ "Latchkey Children Can Dial a Friend," *Grantmakers in Aging Newsletter*, Winter 1988. Page 8. (The newsletter is published at the Charles Stewart Mott Foundation, 1200 Mott Foundation Building, Flint, Michigan 48502.)

2/ "Brookdale Foundation Establishes a Clearinghouse," *Ibid.*, Page 3.

3/ *Serving Handicapped Children: A Special Report*, 1988, The Robert Wood Johnson Foundation.

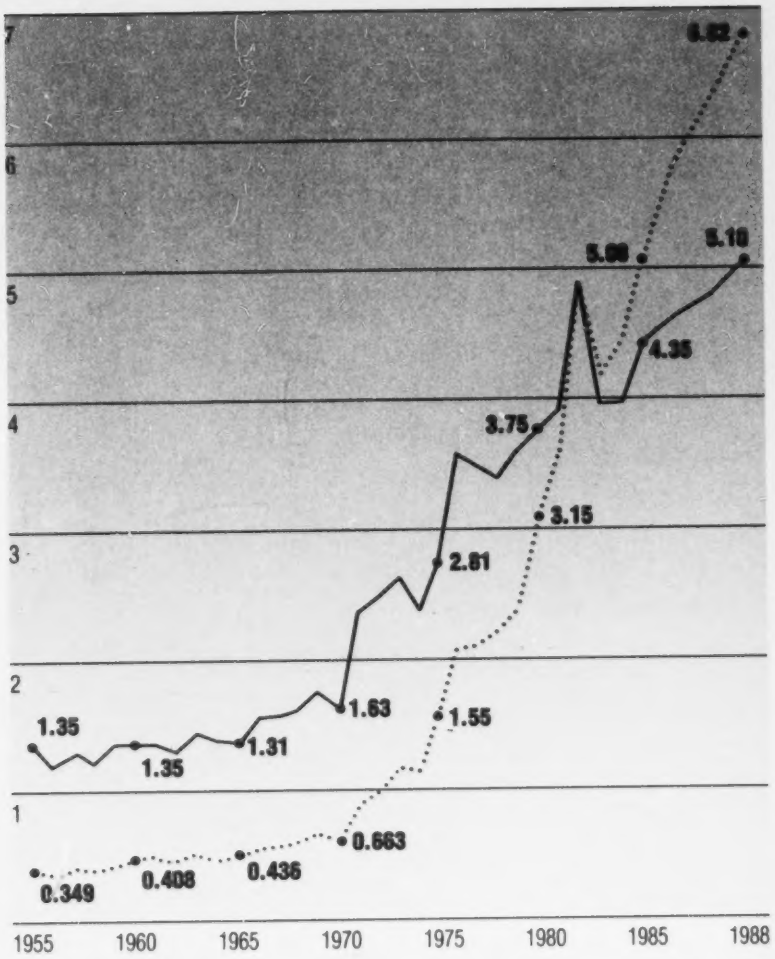
4/ Denise F. Polit, Janet C. Quint, James A. Riccio, *The Challenge of Serving Teenage Mothers: Lessons from Project Redirection*, October 1988, Manpower Demonstration Research Corporation. Pages 18, 29.

5/ *The Forgotten Half: Non-College Youth in America*, 1988, Youth and America's Future: The William T. Grant Foundation Commission on Work, Family and Citizenship.

6/ *Raising the Roof: A Sampler of Community Partnerships for Affordable Housing*, 1988, United Way of America, Alexandria, Virginia, and Community Information Exchange, Washington, D.C.

Giving to Arts, Culture & Humanities 1955–1988
(Current $ vs. Inflation-Adjusted $)

($ in Billions)



..... Current $

——— Constant $

(1982 = 100)

Table 30: Gifts to Arts, Culture and the Humanities ($ in Billions)

	Amount		Amount
1970	$0.663	**1980**	3.15
1971	1.01	**1981**	3.66
1972	1.10	**1982**	4.96
1973	1.26	**1983**	4.21
1974	1.20	**1984**	4.50
1975	1.56	**1985**	5.08
1976	2.27	**1986**	5.83
1977	2.32	**1987**	6.31
1978	2.40	**1988**	6.82
1979	2.73		

The visual and performing arts received an estimated $6.82 billion in 1988, up 8.08 percent over the revised estimate of $6.31 billion given the year before.

In inflation-adjusted dollars, the donations represented an increase of 3.15 percent.

Contributions to the arts accounted for 6.54 percent of all giving during the year.

The estimate of giving to the arts is based on surveys conducted by arts service organizations representing art museums, theater, dance, opera, symphony orchestra and public broadcasting.

Art Museums

The nation's art museums received mixed messages from donors in 1988. Contributions of cash surpassed the rate of inflation, but donations of appreciated property — primarily works of art — dropped heavily.

A survey of 119 of the largest and most prestigious art museums (there are about 600 art museums nationwide) by the Association of Art Museum Directors (AAMD) found that cash contributions totalled more than $211.5 million in 1988, up more than six percent from the $199.4 million given in 1987.

Nevertheless, donations of art works were valued at $67.1 million, a drop of more than 29 percent from the $94.6 million worth of such objects donated in 1987. And compared to 1986, when donors had given $143 million worth of objects, the 1988 value reflected a decline of 53 percent.

Contributors also gave fewer objects in 1988: 17,035, compared to 20,900 in 1987. That reflects a decline of almost 19 percent. Over a two year period, the decline in the number of donated items was 61 percent.

A second study, conducted by the broader-based American Association of Museums (AAM), also showed a decline in donations of property — both in dollar value and number of objects. While the AAM study pertained to 1987, an official implied that the situation had remained unchanged through 1988. Commenting in April 1989, the AAM executive director said that "vital donations are diminishing at an alarming rate."

The AAM study of 274 large, medium and small institutions — including museums of art, natural history and science, and zoos, aquariums and botanic gardens — revealed that the dollar value of items donated in 1987 amounted to slightly more than $26 million — a drop of almost 33 percent from the $38.8 million worth of objects donated in 1986. Also in 1987, donors offered only three quarters the number of items they had given the year before. Projecting these figures to its entire membership of more than 2,200 institutions, the study showed the dollar value of property donations fell by almost a third, and the number of items fell by

almost a quarter.

Explanations for the decline in the value of art and other objects given to museums centered largely on a provision of the Tax Reform Act of 1986 (which became effective in 1987). The law allows donors to deduct from their income only the amount that they themselves originally paid for the objects, not the much higher market value at the time the items are donated.

The rise in cash donations to art museums, on the other hand, was attributed by experts largely to more aggressive fund-raising efforts undertaken by those institutions. Of the $211.5 million donated to art museums in 1988, 42 percent came from individuals, 19 percent from corporations, 23 percent from foundations, and 16 percent from other sources, according to the AAMD.

Theater

Contributions to theaters grew by more than nine percent in 1988, according to information released by the Theater Communications Group (TCG). In its annual study of 45 representative theaters, TCG reported that contributions from all sources reached $44,281,000 in 1988, up from $40,577,000 received the year before. Voluntary contributions accounted for less than a third of total theater income during the year.

Of the $44.28 million in 1988 contributions, 23 percent came from individuals, 20 percent from corporations, 18 percent from foundations, 15 percent from united arts funds, and the remaining 24 percent from various fund-raising events, guilds and other sources.

Notwithstanding the rise in donations to the sampled theaters, TCG said that overall nationwide findings of a study of 189 theaters "demonstrate an erratic economic profile that suggests only restrained growth for most theaters in the near future." Expenses outpaced income from all sources (contributions, government grants, ticket sales, and so forth) in 1988, and almost half of the theater groups participating in the survey reported operating deficits.

Furthermore, while individual gifts comprised almost a quarter of theater donations in 1988, the rate of individual giving dropped sharply: they gave only 1.5 percent more in 1988 than they had in 1987. This compares to a 9 percent increase between the two previous years. And receipts from fund-raising benefits, guilds and related functions actually declined 2.5 percent in 1988, compared to the 20 percent growth registered by these sources in 1987.

The rate of growth in contributions from both corporations and united arts funds also slowed. Business giving growth declined from a 12 percent increase in 1987 to a 7.6 percent increase in 1988; united arts funds contributions dropped from 29 percent growth in 1987 to 10 percent in 1988.

Of all sources of contributions, only foundations showed a positive growth rate. Grants increased 24 percent in 1988, compared to a rise of 13 percent the year before.[1]

Dance

The world of dance received an increase in donations of almost 10 percent over the year before, according to a survey of 50 leading companies by Dance/USA, the national service organization of nonprofit dance companies. Contributions to the surveyed companies amounted to $51,065,000, compared to $46,531,000 in 1987.

Of the $46.5 million, individuals gave 35 percent, corporations and foundations 20 percent each, and other sources the remaining 25 percent.

Philanthropic developments in dance during 1988 included:

- A report on the requirements for success faced by ballet companies, funded by the Chicago Community Trust. According to the authors, elements of success — in addition to a dynamic artistic director and a core of committed board members — include: a five-year written artistic and management plan; a budget of at least $1 million in the first year, $3 million in the third year, and $10 million in ten years; earned income from an annual holiday production, with an annual ratio of 60 percent earned income to 40 percent contributed income; both home and touring seasons for the dancers; a large and varied repertory; and a patient public.[2]
- A roundtable, "Addressing AIDS in the Workplace" convened by Dance/USA. According to the roundtable's chairman, Gary Dunning, who heads the Houston Ballet, "There is not a [dance] company here that has not been touched, or has not grieved over, a victim of AIDS."[3]
- The second annual American Choreographer Awards, announced by the National Corporate Fund for Dance. Winners, who shared $25,000 in award money, were Ann Carlson, Pat Graney, Bebe Miller, and Clark Tippet. In a related development, the National Museum of Dance in Saratoga Springs, New York, inducted five individuals into its Hall of Fame. Inductees included Anthony Tudor, Hanya Holm, Lucia Chase, John Martin, and Busby Berkeley.
- Significant foundation grants to ballet and other dance companies, including $200,000 from the Kresge Foundation to Ballet Hispanico of New York; $90,000 from the John D. and Catherine T. MacArthur Foundation to the Chicago Dance Coalition; $150,000 from the Founders of Doctors' Hospital and the Grace and Franklin Bernsen Foundation to the Tulsa Ballet Theatre; and $100,000 from Eastman Kodak to Garth Fagan's Bucket Dance Theatre.

Opera

Opera companies received an increase of 9.78 percent in donations in 1988, according to a survey conducted by Opera America, an arts service organization. Based on early returns, the survey revealed contributions to 90 major companies of about $117.8 million, compared to $107.3 million in 1987.

Notwithstanding the increase in contributions, opera companies in general experienced a financially difficult year. At least 57 percent of the leading 110 companies reported deficits in fiscal 1987-88, according to the development director of Opera America. "Opera is the most labor-intensive art form there is," she said.[4]

Philanthropic developments in opera during the year included approval of a $5 million challenge grant from the Brown Foundation to the Houston Grand Opera; a $100,000 grant from Union Pacific Foundation to the Wildwood Center for the Performing Arts in Arkansas, headed by the artistic director of the Arkansas Opera Theatre; and receipt by The Mississippi Opera of a grant to present excerpts of "The Threepenny Opera" in nursing homes, hospitals, and the Mississippi School for the Blind. The grant will be matched by the Arts Alliance of Jackson/Hinds County and the Musicians Performing Trust Fund through the Jackson Federation of Musicians.[5]

Table 31: Gifts to Surveyed Arts Organizations, 1987-1988 (Figures in parentheses represent numbers of companies surveyed.)

Year	Art Museums (119)	Theater (45)	Dance (50)	Opera (90)	Symphony Orchestra (66)	Public Broadcasting Stations (499)	Total	Percent Change	Arts Estimates
1987	$199,477,844	$40,577,00	$46,531,000	$107,312,851	$470,130,000	$470,130,000	$1,031,628,695	8.18%	$6.31
1988	$211,512,225	$44,281,000	$51,065,000	$117,798,283	$176,700,000	$495,587,000	$1,096,943,508	8.08%	$6.82

Symphony Orchestra

Contributions to symphony orchestras in 1988 increased 5.42 percent over the amount given the year before. A survey of symphony orchestras conducted by the American Symphony Orchestra League showed cash donations to 66 orchestras (out of 900 surveyed) amounting to $176.7 million, compared to $167.6 million in 1987.

Developments among symphony orchestras in 1988 included the following items:

- An oil executive donated a musician's entire salary for the 1987-88 season of the Abilene Philharmonic. The donor was Bill Davis, and the musician was Dr. John Burton, who has served as principal cellist of Abilene since 1979. The orchestra's music director noted that "Without a host of people like [Davis], Abilene would not have been able to maintain an orchestra for the past 31 years."[6]

- Homemakers are primary volunteers for symphony orchestras. Professionals and retired persons, in that order, are the occupations of the next most common volunteers. The breakdown holds for all categories of symphony orchestras — major, regional, metropolitan, urban, and community — according to a survey by the American Symphony Orchestra League.[7]

- Benefits for orchestras that collaborate with choruses, soloists, and narrators include expansion of the orchestra's repertoire, increased ticket sales and attendance, more prestige, and greater outreach to the community. Problems of collaboration include rehearsal scheduling and other logistical difficulties, inadequate space, overtime expense resulting from concert length, and the cost of choral parts.[8]

Public Broadcasting

Contributions to public radio and television broadcasters increased by 5.42 percent in 1988, according to a membership survey conducted by the Corporation for Public Broadcasting. Early returns from the survey revealed that donations to 500 public television and radio licensees amounted to almost $496 million, compared to $470 million received the year before.

Other News in the Arts

Additional philanthropic developments in the world of arts, culture and humanities included:

- Award of a $500,000 challenge grant from the Kresge Foundation of Troy, Michigan to Lawrence University's visual arts center. To receive the funds, the Appleton, Wisconsin university had to raise $2 million by September 1, 1988 towards its goal of $6.3 million for the arts complex and two endowed funds for the art program. According to the university, the $2 million

was donated by alumni, parents and friends.

- Award of the third annual Ruth Lilly Poetry Prize to Anthony Hecht. The $25,000 award, granted by the Modern Poetry Associaton and the American Council for the Arts, was in recognition of Hecht's eight volumes of poetry and criticism, written during a 40-year career. These include *Obligati: Essays in Criticism* (1986) and *The Venetian Vespers* (1979). The poet, who has received fellowships from the Guggenheim Memorial Foundation, the Ford Foundation, and the Rockefeller Foundation, was a recipient of the Pulitzer Prize in 1968 and the Bollingen Prize in 1983.
- Formation of the National Artspace Development Network to help arts organizations throughout the country deal with a growing problem: the lack of adequate affordable space for performances, exhibitions, and homes for artists.[9]

Large Gifts to Arts, Culture, & Humanities

Metropolitan Museum of Art
Laurence A. and Preston R. Tisch
$10,000,000

Art Institute of Chicago
Estate of Daniel and Ada Rice
$10,000,000

Houston Symphony
Brown Foundation
$4,000,000
(Over 4 years)

WGBH First PBS Series on AIDS
Robert Wood Johnson Foundation
$4,000,000

John G. Shedd Aquarium
Estate of Daniel and Ada Rice
$3,000,000

Brooklyn Botanic Garden
Micheal E. Steinhardt and Wife
$3,000,000

Philadelphia Cultural Community Marketing Initiative
Pew Memorial Trust
$2,500,000

Greater Philadelphia Cultural Alliance
Pew Charitable Trust
$2,500,000

Museum of Contemporary Art
W.M. Keck Foundation
$2,200,000

Chicago Historical Society's Modernization Program
Estate of Daniel and Ada Rice
$2,000,000

Phillips Collection Museum (The)
Yasuhiro and Hiroko Goh
$1,500,000

San Diego Museum of Art
Muriel Block
$1,500,000

Museum of Fine Arts
Digital Equipment Corporation
$1,400,000

Art Institute of Chicago
Mitsubishi Bank Limited
$1,000,000

New York Zoological Society
John D. and Catherine T. MacArthur Foundation
$1,000,000

Children's Museum of Manhattan
Tisch Family's Foundation
$1,000,000

Palm Beach County Center For The Arts
John D. and Catherine T. MacArthur Foundation
$1,000,000

Metropolitan Museum of Art
Lila Acheson Wallace Funds
$1,000,000

Houston Grand Opera
Albert Alkek
$1,000,000

Children's Museum of Manhattan
Preston Robert Tisch
$1,000,000

Houston Ballet
Houston Endowment
$1,000,000

Children's Museum of Manhattan
Loews Corporation
$1,000,000

Notes for Giving to Arts, Culture and the Humanities

1/ Additional information on the economics of theater is available from "Theatre Facts 1988," a report in the April 1989 edition of *American Theatre* magazine.

2/ Advisory Committee on the Future of Ballet in Chicago, "The Report," May, 1988, The Chicago Community Trust.

3/ "AIDS in the Dance/Arts Work Place," special supplement to Dance/USA *Update*, October-November 1988.

4/ Larry Sterne, "Money Woes Force Arts Groups to Cut Programs and Cooperate," *The Nonprofit Times*, March 1988.

5/ Intercompany Announcements, April and May, 1988, distributed by Opera America.

6/ "Personalized Philanthropy in Abilene," *Symphony Magazine*, April/May 1988. Page 51.

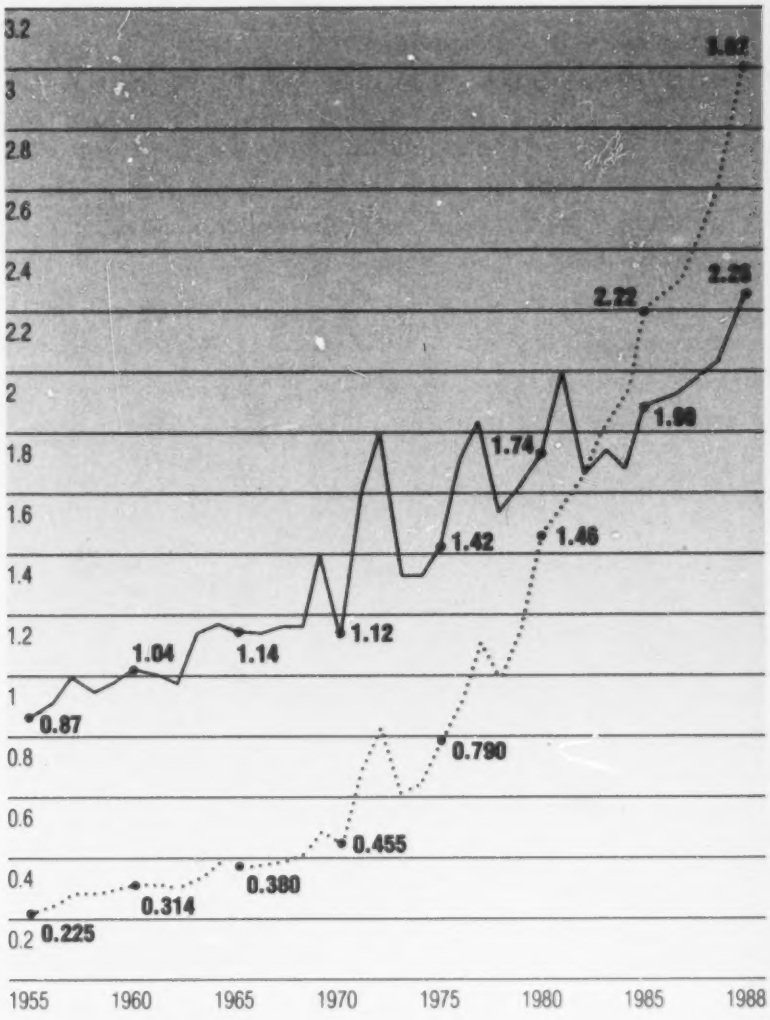
7/ "Who Are Our Volunteers and What Do They Do?" *Symphony Magazine*, October/November 1988. Pages 34, 35.

8/ "Vocal Collaboration Survey," *Symphony Magazine*, February/March 1988. Page 14.

9/ "Arts Groups Confront Growing Space Crisis," *Arts Management*, January-February 1988. Page 1.

Giving to Public/Society Benefit 1955–1988
(Current $ vs. Inflation-Adjusted $)

($ in Billions)



..... Current $

_____ Constant $

(1982 = 100)

Table 32: Gifts to Public/Society Benefit ($ in Billions)

	Amount		Amount
1970	$0.455	**1980**	1.46
1971	0.684	**1981**	1.79
1972	0.82	**1982**	1.68
1973	0.62	**1983**	1.89
1974	0.67	**1984**	1.94
1975	0.79	**1985**	2.22
1976	1.03	**1986**	2.38
1977	1.22	**1987**	2.70
1978	1.08	**1988**	3.02
1979	1.23		

Contributions to public and societal benefit causes and organizations in 1988 reached an estimated $3.02 billion, up 11.85 percent from the revised estimate of $2.7 billion given the year before.

In inflation-adjusted dollars, the donations represented an increase of 6.74 percent.

Giving to Public/Society Benefit groups accounted for 2.9 percent of total giving for the year.

Public/Society Benefit refers to a rapidly growing, wide array of groups advocating social causes — including animal rights, environmental protection, peace, civil rights, consumerism, urban and rural community enhancement, pro- and anti-abortion, automotive safety, gun control and right-to-arms, and numerous other interests. The estimate of giving to organizations engaged in these activities is based on an annual survey conducted by the AAFRC Trust for Philanthropy.

Individuals donated about half of the funds received by public/society benefit groups. Foundations gave almost a quarter, and corporations gave about 13 percent. The remaining 12 percent came from bequests and other donors.

Survey Findings

The largest amount of donations to survey respondents went to the Sierra Club, which reported 1988 gifts of more than $74.6 million, up 11.68 percent from the year before.

Groups advocating protection and rights of animals were also favored by contributors in 1988. Donations to such groups responding to the survey reached $15.58 million, an increase of 19.5 percent over the year before. The bulk of these donations were received by traditional humane organizations, including the Associated Humane Societies ($3.05 million), Bide-a-Wee ($1.17 million), and the American Society for Prevention of Cruelty to Animals ($3.74 million).

But rates of growth varied widely. For example, some of the newer groups — such as those opposing what they consider unnecessary laboratory tests and those lobbying for stricter laws — registered high rates of growth in donations: People for Ethical Treatment of Animals experienced a 57 percent increase in gifts, and the Society for Protective Animal Legislation received a 12 percent increase. By contrast, gifts to the ASPCA and Bide-A-Wee declined 19 percent and 12 percent, respectively, from the amounts given in 1987. Other traditional groups, however, did receive an increase. Gifts to the Associated Humane Societies were up 25 percent.

Public/Society Highlights

Public/Society Benefit causes in 1988 were highlighted by the following developments:

- Formation of the Council for Community-Based Development, a

national coalition of major corporations, banks, foundations, religious institutions, and nonprofit developers to assist community-based organizations in funding and developing low-income neighborhoods. In its first research bulletin, the Council reported 196 foundations made grants amounting to more than $68 million to community-based development in 1987, and that at least 43 of the 100 wealthiest foundations in the country support the field. The Council, which defines itself as a membership organization of funders, is located at 127 East 28th Street, Suite 2-R, New York, N. Y. 10016.[1]

- Establishment of a $1 million research project to "document the ways America's new immigrants and established residents adjust to each other in multi-ethnic communities across the nation," according to a Ford Foundation announcement. The foundation is funding the project, under which researchers will explore six communities in Chicago, Miami, Philadelphia, San Francisco, Houston, and Garden City, Kansas.
- Confirmation of two of the most potentially hazardous environmental developments in recent history: global warming, and depletion of the ozone layer. While global warming had been predicted for some years, and ozone depletion was thought to be restricted, in 1988 the National Aeronautics and Space Administration (NASA) released data that eliminated doubt as to the reality and far-reaching extent of the hazards.

Global warming, also known as the greenhouse effect, results from the excessive release of pollutants such as carbon dioxide and methane which retard or prevent heat from escaping the earth's atmosphere. Such retardation, according to a Worldwatch Institute report, may "violently disrupt every natural ecosystem and many of the structures and institutions that humanity has grown to depend on."

Depletion of the ozone layer, which guards life from harmful ultraviolet rays of the sun, also results from the emission of certain pollutants, particularly industrial compounds containing chlorine and bromine. Among the likely effects of depletion is an increase in skin cancer, depression of the human immune system, and reduction of crop and marine yields.[2]

Table 33: Gifts to Surveyed Public/Society Benefit Organizations

Organization	Total in 1987	Total in 1988
Advocates for Self Government, Inc.	$ 103,380	$ 146,260
Alternative Media Information Center	28,703	30,524
American Farmland Trust	2,191,550	2,256,094
American Life League	2,600,000	4,200,000
Associated Humane Societies, Inc.	2,437,580	3,048,644
Bide-A-Wee Home Association, Inc.	1,325,382	1,170,047
Center for Auto Safety, Inc.	478,100	367,016
Center for Community Change	n/a	1,348,975
Center for Immigrants Rights	237,740	233,567
Center for Popular Economics	20,858	25,000
Center for Science in the Public Interest	624,499	585,294
Central American Refugee Center	283,943	194,317
Christian Aid for Romania	4,306,835	4,132,245
Citizens for a Debt-Free America	1,270,423	745,347
Committee for a Free China	10,500	22,642
Community Service	10,600	10,126
Continuing the Peace Dialogue-USA/USSR	10,171	2,700
Corporation for Enterprise Development	532,972	904,881
Council for a Livable World Education Fund	355,510	189,510
Critical Mass Energy Project	47,885	61,501
Disciples Peace Fellowship	27,823	22,843
Educators for Social Responsibility	670,378	573,062
English in Action	18,124	2,325
Farmworker Justice Fund, Inc.	245,000	282,000
Formosan Association for Human Rights	20,000	40,000
Foundation for Public Affairs	119,650	138,400
Friends of Animals, Inc.	1,516,868	1,211,516
Handgun Control, Inc.	3,893,987	5,481,505
Institute for Food and Development Policy	732,067	833,424
Institute for Peace and International Security	118,000	298,000
Institute on Religion & Democracy	569,536	440,670
International Federation for Family Life Promotion	273,428	331,113
International Primate Protection League	140,130	160,000
Jewish Fund for Justice	524,045	591,970

(Continued)

Table 33: Gifts to Surveyed Public/Society Benefit Organizations *(Continued)*

Organization	Total in 1987	Total in 1988
League of Women Voters Education Fund	$ 1,792,780	$ 2,622,994
Lesbian Resource Center	9,866	10,200
Local Initiatives Support Corp.	8,023,096	7,204,276
Mental Health Law Project	422,913	2,652,999
Midwest Committee for Military Counselling	13,100	9,400
Migrant Legal Action Program Inc.	4,260	11,610
National Anti-Vivisection Society	3,025,994	2,518,958
Naticnal Center for Lesbian Rights	105,590	126,819
National Coalition on TV Violence	130,000	160,000
National Coalition to Abolish the Death Penalty	43,093	65,183
National Council for Children's Rights	31,800	42,000
National IMPACT	299,600	376,400
National Safe Workplace Institute	118,000	217,000
National Safety Council	546,200	565,813
National Training & Information Center	523,750	408,250
National Urban Coalition	1,599,299	1,556,587
North American Farm Alliance Educational Project	100,535	46,732
Pacific Research Institute	626,000	410,500
Pacific Studies Center	18,857	14,460
Peace Development Fund	692,330	666,499
Peace Links	387,598	341,937
People for the Ethical Treatment of Animals	2,380,568	3,747,436
Population Resource Center Inc.	391,694	536,870
Reason Foundation	843,977	963,421
Refugee Policy Group	211,000	470,000
Refugee Women in Development	174,150	173,150
Religious Heritage of America	114,841	150,000
Sierra Club	3,308,100	3,337,900
Sierra Club Legal Defense Fund	3,562,139	4,409,138
Smoloskyp Organization for Defense of Human Rights in Ukraine	33,988	30,957
Society for Animal Protective Legislation	87,084	97,708
Southwest Research and Information Center	224,857	285,915

(Continued)

Table 33: Gifts to Surveyed Public/Society Benefit Organizations *(Continued)*

United States Global Strategy Council	$ 312,110	$ 401,025
University of Arkansas at Little Rock	1,464,063	1,891,771
Urban Homesteading Assistance Inc.	266,875	332,088
World Peace Makers	35,000	36,000
Zero Population Growth, Inc.	761,640	847,665

Note: Some figures are estimates. Table excludes gifts to organizations that requested anonymity.

Large Gifts to Public/Society Benefit

Police Foundation's Third Decade Fund for Improving Public Safety
Ford Foundation
$10,000,000
(Over 5 years)

MacNeil/Lehrer News Hour
John D. and Catherine T. MacArthur Foundation
$6,000,000

Local Initiatives Support Corporation
Ford Foundation
$4,000,000

Fund for Free Expression
John D. and Catherine T. MacArthur Foundation
$3,500,000

Enterprise Foundation
Ford Foundation
$3,000,000

Police Foundations Third Decade for Improving Public Safety
Ford Foundation
$2,400,000
(Over two years)

Emergency Housing Assistance Program
Ford Foundation
$2,300,000

Mental Health Law Project
John D.and Catherine T.MacArthur Foundation
$2,000,000

Commission on Preservation and Access
Andrew W. Mellon Foundation
$1,500,000

National Public Radio
John D. and Catherine T. MacArthur Foundation
$1,500,000

Remediation and Training Institute
Ford Foundation
$1,250,000

Group W Television Stations
Metropolitan Life Insurance Company
$1,000,000

Bedford Stuyvesant Restoration Corporation (NY)
Ford Foundation
$1,000,000

Public/Private Ventures, Philadelphia, PA
Ford Foundation
$1,000,000

Citizens Budget Commission-New York
Frank P. Smeal
$1,000,000

Wildlife Conservation International
John D. and Catherine T. MacArthur Foundation
$1,000,000

Mississippi Action for Community Education Fund
Ford Foundation
$1,000,000

World Wildlife Fund–The Conservation Foundation
Rockefeller Foundation
$1,000,000

Environmental Defense Fund
William Bingham Foundation
$1,000,000

Notes for Giving to Public/Society Benefit

1/ *Community Based Development: Investing in Renewal*, and "Update," April 1989, Council for Community Based Development, New York.

2/ Lester R. Brown and others, *State of the World 1989*, Worldwatch Institute, 1989, W.W. Norton & Company. Pages 3, 78. Authors cite James E. Hansen, NASA Goddard Institute for Space Studies, "The Greenhouse Effect: Impacts on Current Global Temperature and Regional Heat Waves," Testimony before the Committee on Energy and Natural Resources, U.S. Senate, June 23, 1988; and National Aeronautics and Space Administration, "Executive Summary of the Ozone Trends Panel," Washington, D.C., March 15, 1988.

Giving to All Other Uses 1955–1988
(Current $ vs. Inflation-Adjusted $)

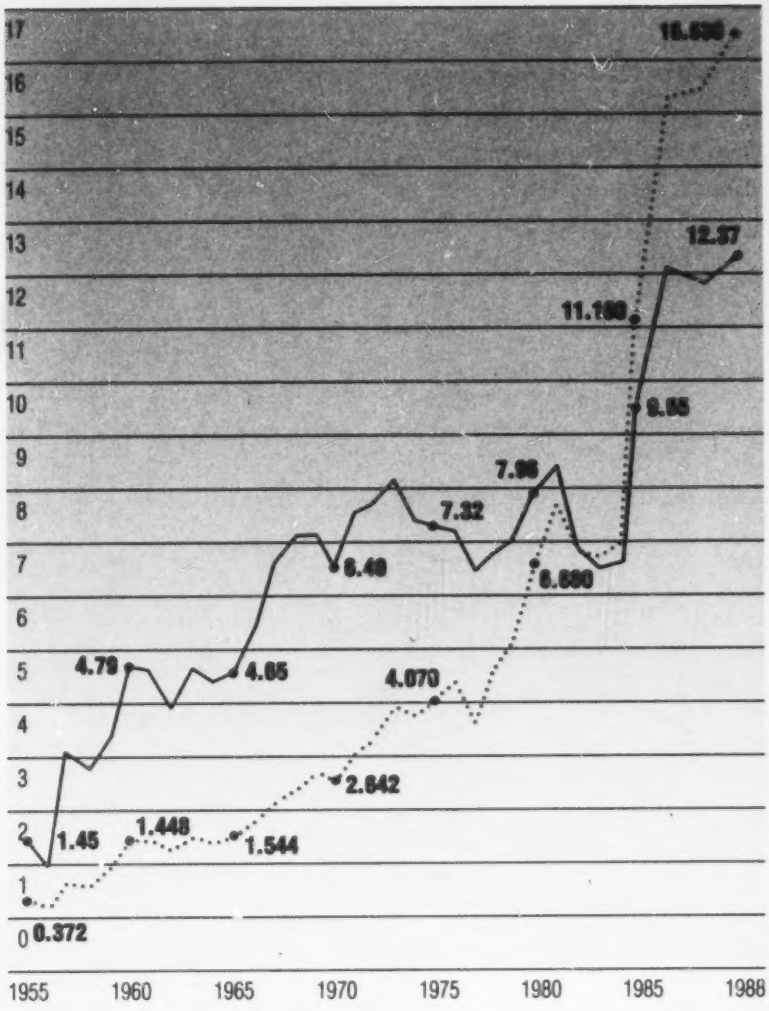


Table 34: Gifts to All Other Uses ($ in Billions)

	Amount		Amount
1970	$ 2.642	**1980**	6.680
1971	3.326	**1981**	7.900
1972	3.520	**1982**	6.620
1973	4.030	**1983**	6.220
1974	3.830	**1984**	6.670
1975	4.070	**1985**	11.160
1976	4.310	**1986**	15.070
1977	3.660	**1987**	15.370
1978	4.620	**1988**	16.530
1979	5.270		

Table 35: Gifts to Selected Other Organizations

Organization	Total in 1987	Total in 1988
Accion International	$ 368,651	$ 554,707
Africare	3,243,877	2,459,002
Care	26,009,000	26,859,000
Choi-Choi Found.	58,000	114,000
Concern America	597,000	690,000
Direct Relief International	218,000	241,000
Freedom from Hunger Foundation	1,803,102	1,738,964
Heifer Project International Inc.	6,455,509	6,925,486
InterAction	543,852	590,161
International Eye Foundation	1,508,090	2,608,851
International Service Agencies	9,915,190	10,889,028
Peace for Guatemala	289,922	222,383
Save the Children Federation Inc.	31,407,521	34,646,784
Shatil	109,610	236,470
Spanish Refugee Aid	183,419	186,942
Unitarian Universalist Service Committee	2,639,603	3,286,273
United States Committee for UNICEF	15,781,000	16,513,000
World Wildlife Fund	14,022,518	18,909,149
World Concern	5,065,897	4,603,286

Note: Some figures are estimates.

Large Gifts to All Other Uses

Pew Scholars Program in the Biomedical Sciences
Pew Memorial Trust
$10,580,000

Pew Science Program in Undergraduate Education
Pew Memorial Trust
$7,700,000

Fund for the City of New York
Ford Foundation
$3,600,000
(Over two years)

Resources for the Future, Inc.
W.K. Kellogg Foundation
$2,798,995

Ford Foundation
MacArthur Foundation
$2,000,000

Council of Michigan Foundations
W.K. Kellogg Foundation
$2,000,000

New Jersey State Dept. of Health
Robert Wood Johnson Foundation
$1,609,128

Piton Foundation
Ford Foundation
$1,600,000

Woodrow Wilson National Fellowship Foundation
Spencer Foundation
$1,568,750

National Endowment for the Humanities
DeWitt Wallace
$1,500,000

International Research & Exchanges Board
Andrew W. Mellon Foundation
$1,500,000

Neurosciences Research Foundation
Lucille P. Markey Charitable Trust
$1,300,000

Bush Leadership Fellow Program (The)
Bush Foundation
$1,054,000

South Education Foundation-Atlanta, Georgia
Bellsouth Foundation
$1,000,000

American Chemical Society
Exxon Education Foundation
$1,000,000

Park Tudor Foundation
Lilly Endowment
$1,000,000

Appendixes

A. Methodology

B. Advisory Council on Methodology

C. American Association of Fund-Raising Counsel, and the AAFRC Trust for Philanthropy

D. Sources of Philanthropic Information

Methodology

Estimates of how much Americans contribute to charitable causes and institutions are devised by the AAFRC Trust for Philanthropy from numerous sources, including a specially-commissioned econometric model, nationwide surveys of donors and recipients, and research organizations surveying still other populations. The estimates are revised each year upon the acquisition of more complete data.

Following is a description of the methodology for deriving the estimates of giving by each donor group, and to each recipient group.

Giving by Individuals

The estimate of giving by individuals is obtained through a mathematical equation correlating personal giving with five factors which, over time, have demonstrated a statistically significant relationship to the amount of personal contributions. The equation, known as the Personal Giving Estimating Model (PGEM), was developed by Dr. Ralph Nelson of Queens College, City University of New York.

The five factors include: (1) total personal income, the most important determinant of giving, (2) population in the prime giving ages of 35 through 64, (3) Standard and Poor's 500-Stock Index for the year-ending months of November and December, (4) political party of the President of the United States, and (5) the "time trend," a method of incorporating the progressive effect of other variables, such as changes in tax inducement to give, attitudes towards giving, tax-law modifications, and perceptions of the role of government in philanthropic areas.

Prior to selecting the five factors, Dr. Nelson constructed an independent time series containing what was called the "best estimate" of annual personal giving from 1948 through — for the present edition — 1985. (These replaced the estimates which were published in early editions of Giving USA). For most of those years, the annual giving "best estimate" consists of the actual charitable donations declared by Americans who itemized their deductions — detailed breakdowns of which are published by the Internal Revenue Service — plus an estimate of donations by Americans who did not itemize. (For ten years — all before 1972 — in which itemized deductions were unavailable, the giving figure consists of an average of the deductions for the year preceding and the year following, plus a separately-derived estimate of donations by non-itemizers.)

The "best estimate" of total personal giving based on direct IRS data was made only through 1985 for the current edition of *Giving USA*; data for 1986-1988 had not been available in time for inclusion. To provide estimates for the three most recent years, the PGEM equation, updated for the 38-year period 1948-85, was used, together with 1986, 1987, and 1988

data on the five key factors.

The PGEM and the estimation process follow.

Equation for the Personal Giving Estimating Model (PGEM)

ln TPG = −24.151 + 1.030 ln PI − 0.035 TIME + 2.468 ln GAP + 0.084 ln SPND + 0.014 PRES.

where:

ln TPG = natural logarithm of Total Personal Giving measured in millions of dollars

ln PI = natural logarithm of Personal Income measured in billions of dollars

TIME = time trend variable having a value of 1 for 1948, and increasing by 1 each year to a value of 39 for 1986, 40 for 1987, and 41 for 1988.

ln GAP = natural logarithm of number of persons of age 35-64 (prime Giving Age Population)

ln SPND = natural logarithm of the November-December average of the Standard and Poor's 500-Stock Index (1943 = 10)

PRES = political party of incumbent President, having a value of 1 if a Republican and 0 if a Democrat

Example: *Estimates of Total Personal Giving for 1986–1988*

Data for the five explanatory variables PI, TIME, GAP, SPND and PRES for 1986-1988 were:

	PI	TIME	GAP	SPND	PRES
1986	3531.1	39	78,055	246.85	1
1987	3780.0	40	79,361	242.99	1
1988	4062.1	41	81,271	273.77	1

Applying the above five factors to the PGEM equation, the PGEM estimate for 1986 total personal giving was $76.19 billion, for 1987 it was $80.76 billion, and for 1988 it was $86.70 billion. Amounts for 1984 through 1987 were slightly different from those published in last year's issue of *Giving USA* because of revisions made by the U.S. Commerce Department in its estimate of personal income.

Source: Ralph D. Nelson, Ph.D., *The Amount of Total Personal Giving in the United States 1948-1982, With Projections to 1985 Using the Personal Giving Estimating Model*, June 1986, United Way Institute, Arlington, Va. Page 6.

Giving by Bequest

The estimate of giving by bequest is derived from surveys of health, human service, public/society benefit and other organizations conducted by the AAFRC Trust for Philanthropy, research on large bequests to the arts also undertaken by the Trust, and a survey of colleges and universities conducted by the Council for Aid to Education (CFAE). The surveys and research reveal bequest amounts actually received rather than pledged. Bequests received by surveyed organizations during the current year are compared to the amounts received the previous year, and the resulting percent change is applied to the previous year's total.

Bequest figures from 1955 through 1980 are those reported by the IRS. From 1981 through the present, the figures are derived through the methodology described above, because IRS estimates specifically exclude bequests made by all estates below $500,000.

Giving by Foundations

The estimate of giving by foundations is a projection based on a survey of about 300 representative foundations conducted annually by the AAFRC Trust for Philanthropy, and data provided by The Foundation Center.

Grants made by the responding foundations for the current year are compared to grants made the previous year, and the percentage difference is

applied to the revised estimate for the prior year, to derive the current year's estimate. The survey results are adjusted to minimize the effect of certain latebreaking developments, such as a surge in the grants of any one large foundation, which may skew the estimate in an unrepresentative manner.

Foundation grants from 1955 through 1985 are those reported in the Foundation Center's national data bank. The data bank's figures are themselves derived from information released by the Internal Revenue Service.

Giving by Corporations

The estimate of corporate contributions is developed by the Council for Aid to Education (CFAE), based on three annual surveys: the Survey of Voluntary Support of Education, the Annual Survey of Corporate Contributions (sponsored with, and conducted by, The Conference Board), and a year-end brief survey of 100 pacesetting corporations and corporate foundations.

The Survey of Voluntary Support of Education, covering the fiscal year ending June 30, yields data on corporate gifts to colleges and universities, which is then statistically interpolated to project corporate giving as a whole for that fiscal year. This projection is then modified in accordance with data obtained from the Annual Survey of Corporate Contributions — which covers the previous calendar year, and reflects between 35 and 40 percent of total corporate contributions for that year. Finally, that figure is again modified in accordance with the results of the year-end brief survey to arrive at the estimate appearing for the first time in *Giving USA*.

This printed figure is known as the preliminary estimate, usually devised in January or February. The preliminary estimate may be modified for the following year's edition of *Giving USA* as later survey data becomes available. It is modified a third and final time when the Internal Revenue Service releases the authoritative figure, based on corporate tax returns. Data from the IRS is typically available three or four years after returns are filed. Thus, the 1988 edition of *Giving USA* reflects authoritative, or final figures for corporate giving through the year 1985, and estimates for 1986 through 1988.

Giving to Religion

The estimate of giving to religion is a "residual" category, that is, each year's figure is the amount that remains of total giving after all other recipient estimates have been devised. A more exact methodology is unworkable because most major religious organizations and federations in the United States do not release information on the amount of contributions they obtain. Furthermore, among many religious groups, giving to religion is considered identical with giving to human services, health care, etc., when such services

are administered by organizations founded by the religious groups. With the exception of the National Council of Churches, which reports on donations to Protestant communions, it is unknown whether religious organizations even collect the relevant data.

Independent studies of giving to religion have arrived at estimates very close to those appearing in *Giving USA*. The most recent study, "From Belief to Commitment" conducted by the Gallup Organization for Independent Sector, and based on interviews with 4,200 congregations, concluded that religious giving in 1986 was $41.4 billion, compared to $41.68 billion estimated by the Trust.

Other studies confirm that giving to religion far outweighs giving to any other type of recipient, as indicated in *Giving USA*. For example, a 1986 Trust-sponsored Gallup poll of households with incomes of $40,000 and above found that the median gift to religion was almost three times the median gift to the next highest category.[1]

Giving to Education

From 1960 to 1972, the estimates of giving to education are obtained from estimates prepared for the Commission on Private Philanthropy and Public Needs, generally referred to as the Filer Commission after its Chairman, John H. Filer. From 1973 to 1979, the estimates are projections based on the Filer Commission data.[2]

From 1980 to the present, the estimate is projected from three sources: the survey of *Voluntary Support of Education* conducted each fiscal year by the Council for Aid to Education (CFAE), the annual *Corporate Support of Education* bulletin, which CFAE prepares from The Conference Board's *Annual Survey of Corporate Contributions*, and education grants from non-corporate foundations as reflected in *The Foundation Directory*.

To the CFAE totals of foundation, individual and other gifts to higher education — statistically transposed to reflect calendar rather than fiscal years — are added estimates of individual gifts to elementary and secondary schools; foundation grants to elementary and secondary schools, vocational and continuing education, libraries and research institutes, and education-related organizations; and business gifts to all educational areas — fellowships, scholarships, direct grants both to higher education and independent schools, and so forth.

Giving to Health

From 1960 to 1972, Health estimates are those prepared by the Filer Commission. From 1973 through the present, the annual estimate is a projection based on a survey of leading health associations conducted by the AAFRC Trust for Philanthropy, and (since 1986) a survey of nonprofit hospitals conducted by the National Association for Hospital Development (NAHD). The percentage difference between

contributions for the current and prior years among surveyed respondents is applied to the prior year's estimate to yield the current year's estimate.

Giving to Human Services

The estimate of giving to human services is derived from a survey of major human service providers conducted by the AAFRC Trust for Philanthropy, and data reported by United Way of America. The percentage difference between contributions reported for the current and prior years reported by surveyed respondents and United Way is applied to the prior year's estimate to yield the current year's estimate.

Giving to Arts, Culture and Humanities

The estimate of giving to Arts, Culture and Humanities is a projection based on surveys of art museums, dance, opera, theater, symphony orchestra and public broadcasting stations conducted by respective service and professional associations. These include the Association of Art Museum Directors, Dance/USA, Opera America, Theatre Communications Group, American Symphony Orchestra League, and Corporation for Public Broadcasting. The percentage difference between contributions reported for the current year and the prior year is applied to the prior year's estimate to yield the current year's estimate.

Giving to Public/Society Benefit

The estimate of giving to Public/Society Benefit is a projection based on surveys of organizations representing a wide variety of social change causes on all points of the political spectrum. Such causes may include environmental preservation, public safety, urban and rural improvements, animal protection, civil and legal rights for women and minorities, pro-choice and antiabortion, among numerous others. The percentage difference between contributions reported for the current and prior years is applied to the prior year's estimate to yield the current year's estimate.

Giving to All Other Uses

The estimate of giving to All Other Uses reflects gifts to organizations providing most of their services overseas, foundations, groups which may not describe themselves within the six established categories, and groups which, for one reason or another, cannot be statistically monitored with a sufficient degree of accuracy.

Notes for Methodology

1/ Virginia A. Hodgkinson and Murray S. Weitzman, *From Belief to Commitment*, 1988, Independent Sector. Page 5 and Table 4.14, page 39. Also, *An Analysis of Charitable Giving by Upper Income Households for 1986 and 1987*, Gallup Organization, commissioned by the AAFRC Trust for Philanthropy. Page 11. Also, *Dimensions of the Independent Sector: A Statistical Profile*, Independent Sector, 1986, Table 3.4, page 55.

2/ Ralph R. Nelson, "Private Giving in the American Economy: 1960 1972," Research Papers Sponsored by The Commission on Private Philanthropy and Public Needs, *Volume I: History, Trends, and Current Magnitudes*, 1977, U.S. Department of the Treasury.

Advisory Council on Methodology

The Advisory Council on Methodology for *Giving USA*, comprised of experts in the fields of research and philanthropy, meets as necessary to review critically progress and procedures. Individual members also consult on an ongoing basis with the staff of the AAFRC Trust for Philanthropy.

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American Association of Fund-Raising Counsel, Inc. and the AAFRC Trust for Philanthropy, Inc.

The American Association of Fund-Raising Counsel was founded in 1935 to advance the philanthropic cause and the ethical approach to fund raising.

Early Association leaders were intimately aware of what philanthropy had accomplished for America and for Americans. They wanted to ensure that fund-raising counseling firms contributed positively to the cause that has been so important to the nation's houses of worship, cultural and arts institutions, colleges and universities, hospitals, health associations, human service providers, and other nonprofit organizations.

The founders sought to enhance the professionalism of a field that was disorganized and sometimes misunderstood and mistrusted. Their first act was to develop a Fair Practice Code. The code today is widely accepted as the standard for professional conduct.

The Association's other commitment — promoting the philanthropic cause — also has expanded through the years, leading to the birth of the AAFRC Trust for Philanthropy in 1985.

The Trust, a grantmaking and project-initiating foundation, endeavors to advance research and education in philanthropy, and to increase recognition of philanthropy for its pervasive and beneficial influence in shaping the life and character of the nation.

The Trust's programs include preparing and publishing *Giving USA* and *Giving USA Update*, promoting the introduction of philanthropy at the undergraduate level in cooperation with the Association of American Colleges, facilitating an appreciation of the history of the broad field of philanthropy at fund-raising seminars and courses, commissioning studies on cutting edge issues in philanthropy, and sponsoring awards for research in philanthropy and education in cooperation with the Council for Advancement and Support of Education.

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Sources of Philanthropic Information

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